



2007

ALASKA MARKETPLACE

Final Report



Alaska Marketplace
Alaska Federation of Natives

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www.nativefederation.org



April 2008

The Alaska Marketplace through the Alaska Federation of Natives (AFN) is pleased to present this Final Report which provides an overview of the enormously successful second year of the Alaska Marketplace Competition.

The second year far exceeded the expectations in receiving more than 300 business proposals, of which 61 were selected as finalists and ultimately 21 local entrepreneurs sharing in a pool of \$700,000 in seed money. This has afforded the opportunity to support entrepreneurs in rural Alaska into transforming their innovative ideas into viable businesses.

We can all be proud of the collaboration and broad range of partnerships developed in making this initiative successful. This overview will provide you a snapshot of the multi-faceted, methodical approach in exceeding the goal of the Alaska Marketplace ***"To stimulate economic development in rural Alaskan communities through competition and innovation"***.

AFN appreciates all the tremendous commitment from our partners in supporting this effort and we extend an invitation to you to join our team and partners as we prepare for a third year of the competition.

Whether you are an inspiring entrepreneur, able to volunteer as a coach or mentor in offering technical assistance to applicants, or to serve as an Assessor or Judge we invite you to participate. To find out more detailed information, please visit www.alaskamarketplace.org if you have further questions contact the Alaska Federation of Natives at (907) 274-3611.

Sincerely,

A handwritten signature in black ink, appearing to read "Julie E. Kitka". The script is fluid and cursive, with the first name "Julie" and last name "Kitka" being clearly legible.

Julie Kitka
President



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Section 1: Alaska Marketplace Year 2

Overview

The Alaska Marketplace (AM) is an exciting Alaska Federation of Natives initiative aimed at spurring economic development in rural Alaska by soliciting creative ideas from entrepreneurs across the state in an 'innovation competition'. The year 2 competition events awarded \$700,000 to winning finalists, ranging from \$15,000 to \$60,000. The 2007 Alaska Marketplace competition began with the call for Business Idea Applications (BIA) which drew in 306 applicants, doubling the number of applicants from the first year. The theme was "Culture and Development", with culture broadly defined to include arts & crafts, energy innovation, cultural tourism and performing arts.

The competition is open to all Alaskans with creative ideas for stimulating economic growth in rural Alaska. Phase 1 of the competition narrowed down the applications through a diverse panel of assessors from various sectors of the Alaska economy who evaluated all the applications based on criteria including cultural heritage, economic stimulation/job creation, innovation and sustainability/profitability. The entrepreneurs with the most promising concepts were selected as a finalist with a deadline to complete a detailed business plan and budget.

During Phase 2 of the competition, all finalists were notified and agreed to participate in the final competition event. The finalists were offered entrepreneurial training and business plan coaching, in person or via teleconferences held during a two week period. The classes were taught by a diverse group of professionals from private and government services. All of the classes were well attended by the finalists.



The Alaska Marketplace Competition Event and Award Ceremony held at the 2007 Alaska Federation of Natives Annual Convention in Fairbanks from October 23-24. A world class group of experts judged the finalist's business plans and made award decisions based on innovation and sustainability. The awardees have an additional \$10,000 technical support available for their business development.

The Alaska Marketplace was created to draw from, inspire and encourage the development of viable and sustainable businesses by tapping into the creative passions, cultural knowledge and enthusiastic drive of Alaska's residents.

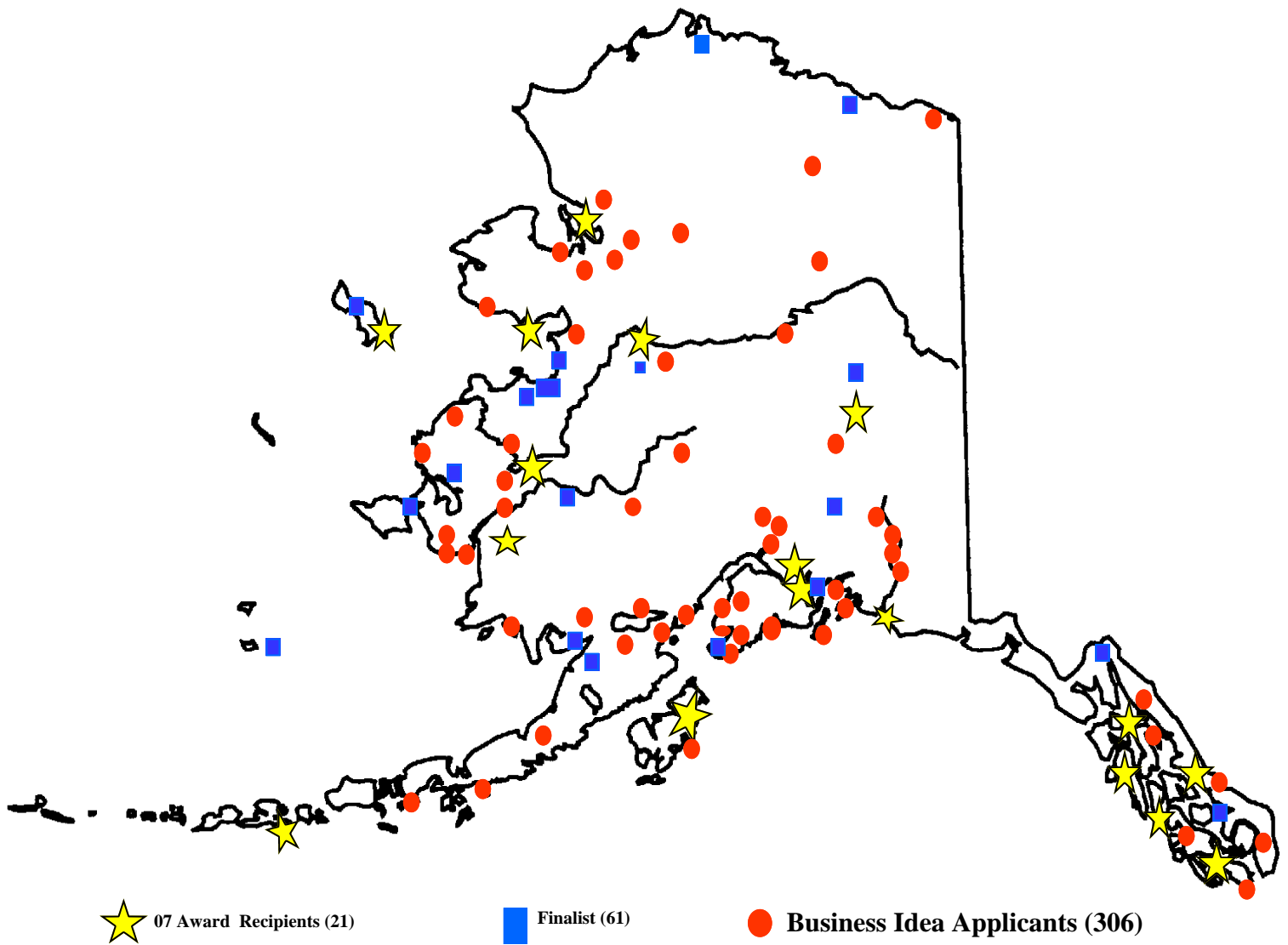


Alaska Marketplace Team: Shirley Moto, Linda Nickell, Rose Ellis, Victoria Barber, Trina Landlord, Cynthia Casas, Veronica Slajer



Section 1: 2007 Alaska Marketplace Applicants

“The tremendous response we’ve received from across Alaska further proves that there is a wealth of untapped entrepreneurial potential in our great state....” Julie Kitka, AFN President





2007 Competition Timeline

- May 4, 2007 Alaska Marketplace 2007 Launch
- June 28, 2007 Alaska Marketplace Proposal Deadline – C.O.B. AST
- July 16, 2007 Round I Assessments – Distribute the “eligible” concept paper/applications to assessors. The assessors will be assigned to a group and will have approximately 10 days to individually review and score their assigned concept papers.
- July 26, 2007 Assessors will meet in joint session in Anchorage, at the BP Energy Center to deliberate in their groups and select the finalists.
- July 27, 2007 Finalists announced to the press and posted on the AM website.
- August-October 2007 Entrepreneur Relations Liaison Team will be available to answer business plan and general competition questions, provide resources and competition updates.
Coaches will be available to the finalists upon request.
- October 1, 2007 Final Business Plan Deadline – C.O.B. AST
- October 5, 2007 Judges receive their assigned business plans and begin their pre-event review and scoring.
- October 24, 2007 Alaska Marketplace Event at the Alaska Federation of Natives Convention.
- October 25, 2007 Announcement of Award Recipients at the AFN Annual Convention.
- October 2007-2008 Evaluation, Assessment, Technical Assistance with Award Winners.



Section 2: Partners Overview

Overview

The Alaska Marketplace directive is to form lasting relationships with existing partners and supporters and to begin new relationships by inviting businesses from the state of Alaska and the Lower 48 to join AFN to support and realize the dreams of rural Alaska residents through the competition event.

Partner's Meeting

On January 25, 2007 the Alaska Federation of Natives invited more than 30 Alaska leaders at the Denali Commission for a Partnership Workshop to discuss the purpose and goals of the Alaska Marketplace. The attendees included a broad spectrum of partners from across the state – social and civic groups, social entrepreneurs, government agencies, academia and the private sectors. The workshop was facilitated by the Alaska Federation of Natives in conjunction with the Telecommunications Development Fund, a venture capital fund, and the North Star Group, a government relations and business-consulting firm.

The facilitators provided an overview of the Alaska Marketplace, including the purpose, goals, timeline, and logistics and reviewed the changes from the first year in an effort to build on the successes and continue to improve the project. Secondly, AFN also called for suggestions for the statewide outreach and media plan, focusing on equal opportunity outreach. Thirdly, many participants volunteered in-kind support, to advance and mobilize the Alaska Marketplace fundraising goal, to garner new partners and to strengthen existing relationships.

Partnership Benefits

Becoming a partner of the Alaska Marketplace will assist in exceeding the vision of AFN's initiative to stimulate rural Alaska economy and provide an avenue where an entrepreneur can express their innovation, formulate, and an idea or dream becomes a reality by the competition process.

The Alaska Federation of Native's acknowledges the success and effectiveness of the program would not be possible without a commitment from our partners. Partners who contribute will not only provide support but will have an active role the competitive event.

Contributors will receive highly visible recognition; brand and logo visibility in marketing materials:

- Press materials
- TV commercials
- Print ads
- Radio announcements
- Recognition in the event program

AFN highlighted the benefits of becoming a partner, joining the major contributors and sought out numerous in-kind support and collaborations from individuals and organizations who have a vested interest in contributing to a prosperous rural Alaska.

Partnership Benefits are:

- ✓ A position on the Alaska Marketplace Assessor Process and Competition Event
- ✓ Special mention and recognition in Competition Event opening and closing ceremonies

Section 2: Partners Opportunities

Partner Opportunities

Alaska Marketplace requires the collective efforts of partners who are visionaries, entrepreneurs, business advisors and planners, financiers and technical experts with an understanding of economic development and rural Alaska. The partnership opportunities are:

1. Investing Partner

The Investing Partner makes a contribution to the award pool of the Alaska Marketplace. In 2007 the investing partners contributed a total of \$700,000 in award monies.

AFN believes the investors should have an active engagement and a role in the Alaska Marketplace that will have long-term positive impacts for both the investor and the finalists. Therefore AFN integrates these principles into the decision-making by interacting with and selecting the winners.

2. Assessor

The primary role of the Assessors was to review and evaluate the Alaska Marketplace business idea applications. Applicants were evaluated who demonstrated meeting the competition eligibility requirements, project objectives and exemplified cultural heritage, economic stimulation, innovation and sustainability. Assessors were selected from their respective occupational expertise based on their skills, experience and knowledge.

The Assessors reviewed all 300 of the Business Idea Applications based on the established criteria and selected the 61 finalists who advanced to compete at the Competition Event. The assessors reviewed a myriad of business ideas in six sub-categories under the overarching theme of Culture and Development.



3. Workshop Facilitators and Coaches/Mentors

The Alaska Federation of Natives is committed to ensuring the success of the Alaska Marketplace finalists. In that spirit, the Alaska Marketplace partnered with approximately twenty agencies to offer seven workshops for the finalists on every element of writing a comprehensive business plan and budget.

The Alaska Marketplace offered workshops on basic introduction to business planning techniques and tips, such as: defining your business product or service, start-up business challenges and considerations, competition criteria, market planning, management/staffing and training planning, financial accounting and planning, presenting your business plan to the Alaska Marketplace judges and other interested investors or clients.

The Alaska Marketplace also provided coaches and mentors that provided expertise and experience that aims to enhance the on-the-job performance of the entrepreneur. The coaches and mentors focus on strategies and techniques to help the entrepreneur operate a business and help to understand the business process. The business coaches and mentors assist to create a business plan or other business strategies, and how clients can implement them.

4. Judge

The Investing Partners also have an interactive role by serving on a prestigious panel of 29 judges who ultimately selected the winners in the Competition Event. The Judges received a preview packet with the Alaska Marketplace finalists business ideas with a preliminary score sheet in preparation for the Competition Event at the AFN Annual Convention.

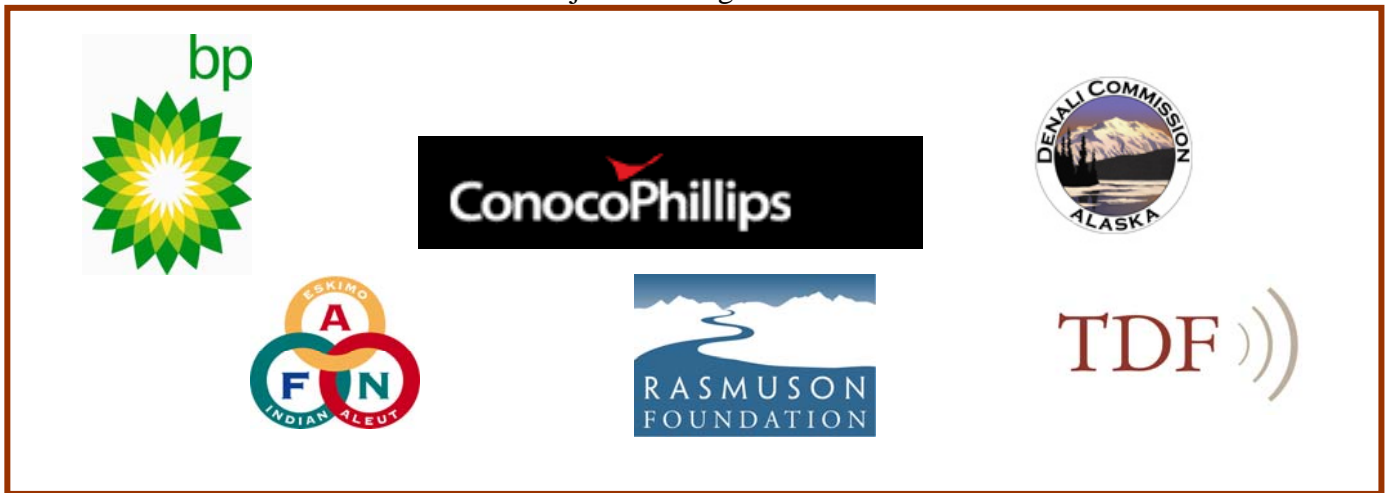
Section 2: Partners

Overview

The Alaska Marketplace is a collaborative effort that relies on a broad range of partners and supporters from across the state of Alaska and beyond for this innovative effort. The Alaska

Marketplace expresses appreciation to our partners to stimulate economic development in rural Alaska, by making the Alaska Marketplace a huge success.

Major Investing Partners



Investing Partners





Section 2: Partners

Special thanks the organizations that provided in-kind support:

Administration for Native Americans
Agnew:Beck Consulting
Alaska Growth Capital
Alaska Housing Finance Corporation
Alaska Humanities Forum
Alaska InvestNet
Alaska Manufacturing Extension Partnership
Alaska Permanent Capital Management
Alaska Real Estate Solutions
Alaska Sea/Marine Advisory Program
Alaska Small Business Development Center
Alaska State Council on the Arts
American Red Cross of Alaska
Anchorage Chamber of Commerce
Anchorage Community Development
Association of Village Council Presidents
AWAIC
Bering Sea Fisherman's Association
Bethel Community Services Foundation, Inc.
BP Alaska
Barry Brickman, consultant
Chenega Corporation
Chora
Denali Commission
EcoTrust
Fairbanks Northstar Borough
Financial, Inc.
First Alaskans Institute
IBM
Kawerak, Inc.
Lower Kuskokwim Economic Development
Marine Advisory Program

Marketing Solutions
Mary C. Price & Associates
NANA Pacific
NANA Regional Corporation
NCB Capital Impact
North Star Group
Old Harbor Corporation
The Odom Corporation
Red Point Associates
Seattle-Northwest Securities
SouthWest Alaska Municipal Conference
State of Alaska Department of Commerce,
Arliss Sturgulewski, Alaska State Senator,
retired
Community and Economic Development
Third Wave Consulting
Stephanie Thompson, AFN Board of Director
Ukpeagvik Inupiat Corporation
University of Alaska Anchorage, Center for
Economic Development
University of Alaska Fairbanks Cooperative
Extension Service
University of Alaska Fairbanks , College of
Rural Development
USDA Rural Development
Watermark Consulting
Wells Fargo Bank
Western Alaska Community Development
Association
Women's Business Center
The World Bank
YWCA Anchorage



Section 3: Communication Plan

Overview:

In 2007 the Alaska Marketplace Communications and Outreach Strategy was to utilize communication mediums and methods to create awareness and interest in the Alaska Marketplace. In particular, to launch a media campaign to generate interest in partnerships and to encourage submissions of business idea applications through press releases, print ads, TV ads, radio announcements, email campaigns, personalized presentations, and word-of-mouth.

The target audience was rural Alaska communities, tribal councils and corporations, regional corporations and regional non-profit associations.

The communications and outreach strategy focused on these primary areas:

- Pre-launch preparations and development of the communications network.
- Call for Business Idea Applications.
- Garnering press attention before, during and after the competition event.
- Highlighting the successes of the Marketplace through the winning businesses and the jobs created.
- Providing presentations to a variety of audiences.



KTUU Channel 2 feature article

**Got A Great Idea That Will Create
Jobs In Your Community?
We Want To Hear About It!**



Last year, Axel and Kathleen Svenson of Metlakatla were awarded \$20,000 for "Thriller Alaska's Native Tours."

Apply by JUNE 28
for your chance at a portion of
nearly \$1 Million in seed money.

Submit Your Innovative Business Idea at
www.AlaskaMarketplace.org or call 907.274.3611



ALASKA MARKETPLACE

**Investing
in Alaska's
Best Ideas**

Many thanks to our growing list of generous partners –
Denali Commission, AMEP, NCB, BP, TDF, Rasmuson Foundation,
Chugach Alaska Corp., ConocoPhillips and Wells Fargo

Anchorage Daily News full page Sunday advertisement

Televised PSA spots

GCI cable provided live ad spots featuring Year 1 winners and ran spots sparking interest for two weeks prior to June 28.

Section 3: Communication Plan Continued



Got a great idea that will create jobs in your community? **We want to hear about it!**

Turn your idea into action!

Apply by **JUNE 28, 2007** for your chance at a portion of nearly \$1 Million in seed money.

Submit Your Innovative Business Idea at:
www.AlaskaMarketplace.org or call **907.274.3611**

Don't Miss This Amazing Opportunity!
APPLY BY JUNE 28



Alaska Newspapers Inc. ad featured statewide

Outreach Strategy:

- Updated and utilized 400 statewide media contacts.
- Developed inspiring individual story ideas of Alaska Marketplace Winners for targeted media.
- Submitted newsletter articles to Alaska Native regional corporations, tribal organizations, member organizations.
- Offer speaking/presentations engagements to the targeted audience.
- Submitted press releases to print, radio and television stations and publications.
- Developed and distributed radio PSA's.
- Create partners packet with talking points, condensed media kit, schedule of events/presentations and copies of the AM video.
- Continually made website updates.

Competition Event Strategy:

- Utilize video and photograph needs to capture programmatic highlights.
- Establish direct contact with Fairbanks media groups, including the chamber and media associations and organizations.
- Compile finalists and winners project summaries and photographs. Promote finalists and winners through the media.
- Drafted press releases, media briefings and announcement of winners.
- Schedule interviews with partners, funders, winners and AM staff.
- Post names, project summaries and award amounts on the website.

Presentations

Through a very targeted approach, the Alaska Marketplace staff scheduled presentations to over fifteen organizations reaching over 1,100 individuals. Examples of organizations were the University of Alaska Rural Development Class, Alaska Regional Development Organization, Anchorage Chamber of Commerce and The Alaska Village Initiatives Rural Small Business Conference, and Ahtna Annual Shareholders Meeting.



SPURRING ECONOMIC DEVELOPMENT

Delta places 11 in Marketplace finals

AFN nurtures innovation to aid rural development

Arctic

Alaska Marketplace, an initiative launched by the Alaska Federation of Business last year with the aim of spurring and sustaining economic development, has announced the finalists for the 2007 annual competition.

Leading the way among the 11 finalists are 11 representing the Yukon-Kuskokwim Delta.

For Page 7, Delta

Section 3: Media Articles

KTUU Channel 2 Win money for Alaskan Ideas!

Rhonda McBride

June 18, 2007

ANCHORAGE, Alaska - The Alaska Marketplace Competition is back and bigger than last year. It's mission is to invest in some of Alaska's best ideas to fight poverty in the Bush.

Last year, more than 20 entrepreneurs won cash grants to start businesses. The prize money ranged from \$10,000 to \$50,000. The sign for last year's competition read, "Dreamers wanted," and what more could dreamers want than \$500,000 in prize money divvied up among winners?

The Sparck sisters cashed in on their Bethel upbringing and won \$20,000 in seed money to grow a cosmetics business, Arxotica, that uses tundra plants.



"We're literally bending our backs on the tundra, picking our future," said Arxotica President Michelle Sparck. Although tundra plants have long been used for home remedies, never in their wildest dreams did

the Sparck sisters imagine a company in Sydney, Australia would offer to produce their line of botanicals.

Company vice president Amy Sparck Dobmeier said the fact that the sisters are triplets -- and beautiful, too -- didn't hurt.

"They want people to believe there are Alaskan beauties. They looked at my sisters and said, 'This is what we want to sell.'" Dobmeier said.

From magazine articles to mentoring, the Alaska Marketplace Competition set the sisters out on a journey destined for opportunity.

"People were just pushing us with their encouragement and support and saying, 'You guys can do this and we can't wait to see your product.'" Sparck said.



Their product, ciagg'luk, will debut this year.

Ciagg'luk, pronounced chyth-look, is also known as stinkweed, or wormwood. It is used to treat colds, cuts and burns and is one of the main ingredients in the Arxotica line, along with essences of crowberries and fireweed.



Dobmeier said the sisters used some of their prize money to have chemists analyze the plants.

"They told us what antioxidants and vitamins and all these properties that the material had," Dobmeier said.

Researchers told the sisters Alaska plants and berries are among some of the most potent in the world.

"If they're assaulted 20 hours a day, through evolution they have learned to make the most out of water and the sun that they get in the small window of opportunity to exist," Sparck said.

What helped the sisters win wasn't so much the potency of the product, but its potential to stimulate economic growth.

"It's gold, you know in our freezers," Sparck said.

Not exactly gold, but Arxotica has already paid people cash to harvest plants from the tundra. As the business grows, the sisters hope to glean more knowledge about traditional plants.

"It's the heartbeat of every Native household, or subsistence household. Gathering is part of our life," Sparck said.

One of the contest's organizers, the Alaska Federation of Natives, hopes to raise about a million dollars in prize money this year. The deadline for applying is June 28.

This year's contest will be held Fairbanks and will take place during the AFN Convention to get more exposure.

Past winners can compete and the Sparck triplets will be back. Their vision goes beyond skin care; they want to tap into a growing worldwide demand for plants prized for what botanists call northern vigor. At the same time, the Sparck sisters said they want to help protect their region from exploitation.

Contact Rebecca Palsha at rpalsha@ktuu.com

The Beat of the Yukon-Kuskokwim Delta

The Tundra Drums

Vol. 35, No. 22

\$1.00

Bethel, Alaska

August 9, 2007



Focus on fun

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SPURRING ECONOMIC DEVELOPMENT



A view of the Energy and Technology area at the 2006 Alaska Marketplace.

Courtesy photo/Tina Landford

Delta places 11 in Marketplace finals

AFN nurtures innovation to aid rural development

By Samantha Reslund
Alaska Newspapers

Alaska Marketplace, an initiative launched by the Alaska Federation of Natives last year with the aim of spurring rural Alaskan economic development, had announced the finalists for the 2007 annual competition.

Leading the way among the 66 finalists are 11 representing the Yukon-Kuskokwim Delta.

The finalists, selected from hundreds of business applications and scrutinized by 62 assessors from the business, government, nonprofit and education sectors, include:

ArXotica

• Michelle (Masca) Sparck of Bethel along with her sisters own ArXotica, which produces organic beauty and skin care products made from tundra vegetation. ArXotica won \$20,000 last year in the Marketplace competition to help develop its product line.

The sisters are currently working with an Australian man-

See Page 2, Delta

Delta ...

From page 1

ufacturer to develop a line of lotions, cleansers and body washes. Some of the main ingredients gathered on the tundra to be used in the products are fireweed flower, arctic wormwood and arctic crowberry.

First Catch Films

• Christopher Ho of Bethel was selected for his First Catch Films business idea. First Catch Films is producing a feature film to be written, produced, and shot in the western Alaska Yukon-Kuskokwim Delta. Based on a traditional Yup'ik story told by elder Paul John, entitled "The Boy Who Lived with the Seals," the film will be adapted for the screen by noted Yup'ik storyteller and radio news reporter, John Active, and award-winning KYUK Bethel Broadcasting Video Producer, Christopher Ho.

• Creating and telling compelling stories that teach us about living in the world is at the core of all Alaska Native traditions. First Catch Films seeks to continue this legacy by producing films that engage audiences with vivid realizations of traditional stories, enabling these stories to be understood and cherished by people throughout the world. Ho said in his business plan.

Fur Hats & Kuspaks

• Martin Kelly of Pilot Station made the cut for his business, Fur Hats & Kuspaks, Alaska, and plans to utilize a natural, renewable resource in fur bearing animals, namely the Beaver, which has returned year after year in healthy and strong numbers.

Kelly also hopes to include other arts and crafts like Native drums, dance fans, Mukluks & mittens and traditional tools such as uluqs, better known as ulus or cutting knives, within the business plan.

Wild Salmon Sausage

• Tiffany Logan of Bethel was chosen for her plan, Wild Salmon Sausage, a business that will primarily use wild chum salmon harvested on the Kuskokwim River to produce sausage, burger patties and other salmon food products. In her business plan, she states that she would like to develop her recipes further and test market them to restaurants and niche distributors both within and outside the YK Delta.

Kuupia House

• Karen Ivanoff Erickson of Unalakleet was selected for her idea, Kuupia House, a coffee and bakery shop from which she plans to sell quality foods made from scratch to a community that does not have such a service.

• "Who wouldn't enjoy a good cup of coffee and fresh-baked cinnamon roll?" she asked in a phone interview on Wednesday. She also hopes to assist local artists in displaying and selling their artwork and to provide a place at which locals can gather to talk and enjoy her products.



Courtesy photo/Michelle Sparck

Amy, Michelle and Cika Sparck of ArXotica, 2006 Alaska Marketplace award winners, are working with an Australian manufacturer to produce their line of beauty and skin-care products.

NativeGrown

• Samantha Gunes of Asiatic was selected for her business plan, NativeGrown, a pilot project for marketing locally grown, dried organic herbs in mail-friendly packages designed to appeal to tourist markets. The herbs, collected from Asiatic, are pesticide free due to the remote location from which they are harvested.

In her business plan, Gunes stated that "a focus on organic and native herbs encourages traditional subsistence values and taps into a burgeoning health-conscious market. The goal of the pilot project is to create a rural network of growers who will sell their product to our business, where we will dry, package, and market the final product."

Norm's Repair Service

• Norman Pingayak of Chevak was chosen for his venture, Norm's Repair Service, a small engine/boat repair/aftermarket parts sales and services business. Pingayak has been working with small engines for almost 30 years. In the seventh grade, a teacher gave him an old Mercury snowmachine that was disassembled, and he put it all back together. He's been fixing things ever since. Pingayak hopes to serve the people of Chevak and surrounding villages.

"I submitted the application at the last minute and didn't expect to become a finalist. I'm very happy that I've made it this far," he said.

• One Man's Trash is Another Man's Treasure. Joseph A. Afcan of St. Mary's was selected for his idea, One Man's Trash is Another Man's Treasure. He plans to purchase material from local residences such as ATVs, snowmachines, outboards and cars that need repair, rebuild or salvage them and sell them back to the community at an affordable price.

Nunivak Arts & Crafts

• John Oscar of Mekoryuk was selected as a finalist again this year for expanding on his winning business plan, Nunivak Arts & Crafts. He was awarded \$1,000 for the Peoples Choice Award and \$20,000 for the business concept last year and submitted a plan for phase 2 in the 2007 competition.

His business manufactures the use of local resources such as reindeer by-products to create artwork. He hopes to bring employment opportunity, training, education and cultural enhancement, and similar manufacturing to other villages. He also plans to incorporate Native raw materials such as bolen and walrus and mastodon ivory into precious metals and metal smithing jewelry to sell to prospective buyers.

Ulimaq Furniture

• George Koonitz of Sebbins was chosen for his plan, Ulimaq Furniture, a furniture and lumber business. Koonitz has observed the need for useful, comfortable furniture in his village due to the difficulty and costliness of shipping furniture out to the bush. He hopes that by harvesting and using deadwood Spruce logs to create practical, assembled furniture, he can provide a much-needed product to his community.

Ways of My Ancestors

• Earl F. Achuk of Chevak was chosen for his idea, Ways of My Ancestors, Earl Achuk & Co., a company that "creates and produces extinct and contemporary Cup'ik Eskimo art including but not limited to hunting equipment, kayals, Cup'ik Eskimo bearded hats, bird skin parkas, mukluks, bows and arrows, grass socks and mugs, ceremonial slams, spirit masks and other spiritual objects," as stated in his business plan.

These competitors, along with all the other selected finalists, will contend for a share of the almost \$1 million in award money raised to support small business projects.

The competition has grown in size and prize since last year's highly successful competition, which awarded \$500,000 to more than 20 entrepreneurs with the best ideas for elevating Alaska's rural economies.

At the last minute of the 2006 competition, Al Bolea, president of BP Pipelines and a judge who was impressed with the results and hard work of the contestants, donated \$300,000 to the event, more than doubling its award money.

He couldn't choose only two or three winners and wanted to make more funds available to those he thought deserved it.



Courtesy photo/Nunivak Arts and Crafts
John Oscar of Nunivak Arts and Crafts, a 2006 Alaska Marketplace award winner, proposes phase 2 for his business plan this year. He hopes to incorporate precious metal jewelry with bolen and walrus and mastodon ivory.

Finalist selections were made Thursday, July 26 at the BP Energy Center in Anchorage.

"The tremendous response we've received from across Alaska further proves that there is a wealth of untapped entrepreneurial potential in our great state," said Alaska Federation of Natives President Julie Kidka, in a press release issued by Alaska Marketplace. "We look forward to seeing more of what each of these finalists has to offer at the Alaska Marketplace competition at this year's AFN Convention in Fairbanks."

Oct. 1 is the deadline for finalists to write more comprehensive business plans. They'll have the help of entrepreneurial coaches and be given small stipends to fund their travel to Fairbanks for the Alaska Marketplace final competition to be held from Oct. 22-27.

Christi Bell, executive director of the University of Alaska Center for Economic Development, heads up the part of the project that connects business owners with the right mentors.

About 20 winners will be chosen to receive seed money with which to start or expand their businesses.

"The Alaska Marketplace has been a fantastic opportunity for rural entrepreneurs to turn their dreams into reality," said Dru Garson, tourism development specialist for the Alaska Department of Commerce, Community and Economic Development after serving as a 2007 Alaska Marketplace assessor.

"It's great to know that there are resources available that are really making a difference in people's lives."

The theme of the program is "Culture and Development," and all business plans submitted should fall into those categories. The Alaska Marketplace is supported by a growing list of partners, including BP, ConocoPhillips Alaska, Denali Commission, Rasmuson Foundation, Telecommunications Development Fund, Chugach Alaska Corp., Doyon, Limited, National Cooperative Bank, Wells Fargo and Alaska Manufacturing Extension Partnership.



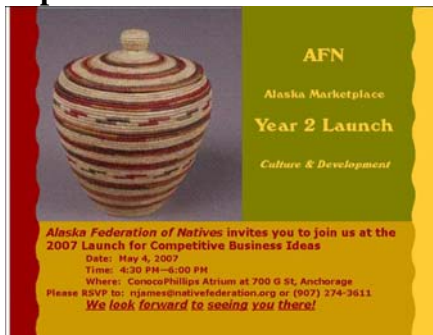
Section 4: Call for Business Ideas

Overview:

One major focus was to have off line access to the Business Idea Applications (BIA) for those individuals who may not have access to computers or the internet. The applications were mailed or faxed to anyone who requested the application in hardcopy format. The website and the call for applications advertisements referenced hardcopy applications were available. A mass email listing with the Save-the-Date was sent out and included the AFN membership and partners. Application access and other changes to the website included:

- Donate page: Organizations, companies, people can make a monetary commitment.
- Business Idea Application downloadable and “online” submission feature.

Competition Launch



The official Launch for the Call for Business Ideas held on May 4th, 2007 at the ConocoPhillips, Atrium. Jim Bowles, President of ConocoPhillips gave the welcome remarks; Julie Kitka, President of AFN opened the ceremony; guest speaker, Clarence Jackson renowned Southeast elder from Kake spoke about the importance of “Cultural and Development”. Presentations were made by Phil Cochane, Vice President/External Affairs

of BP Alaska; George Cannelos, Federal Co-Chair of Denali Commission and Linda Nickell from TDF. Approximately 200 people attended this event.

The Call for Business Idea Applications

The statewide campaign for the call for Business Idea Applications was a success! A total of 306 applications were received by the deadline date of June 28, 2007 at 4:30 p.m. A statewide cable television, GCI aired Alaska Marketplace spots during a two week period. Packets were mailed to the AFN membership: 13 native corporations, 12 regional nonprofits and 201 tribal councils and village corporations.

Alaska Marketplace Booklet

The AM booklet was designed to capture the interest and provide information for the call for Business Idea applicants and support.

Highlighted sections included:

- Competition Timeline
- Explanation and process steps
- AFN history of supporting economic growth in rural Alaska
- Year 1 Alaska Marketplace winners
- The Competition’s theme
- Who’s eligible to participate
- How Alaska’s business community can get involved
- Acknowledgement of sponsors and partners



Section 4: The Business Idea Application Intake Process

Business Idea Application Changes

- Held weekly meetings to revise Year 1 Concept Paper application.
- Changed name from Concept Paper to Business Idea Application
- Added Year 1 winners requirements

Business Idea Application Initial Process:

- 📄 Online database closed and downloaded applications on June 28 at 4:31 p.m.
- 📄 306 Applications were received via website online database, faxed, mailed and emailed forms were date stamped when received.
- 📄 BIA master form merged with database, faxed, mailed, emailed BIA typed into Micro-soft word documents.
- 📄 Eligibility determined

Business Idea Application Process for Assessors:

- 📄 Year 1 BIA submittals were extracted and evaluated
- 📄 BIA identified by Proposal Number
- 📄 Eligible BIAs were converted to PDF format documents
- 📄 BIA prepared for Assessors in folders of 10

Alaska Marketplace Business Idea Application


BUSINESS IDEA APPLICATIONS ARE DUE
June 28, 2007 by 4:30 PM

The Business Idea Application is the first step in the Alaska Marketplace Competition. Your Business Idea Application should reflect the essence of your business proposal.

If you are selected as a finalist in July 2007, you will be required to develop a business plan and budget for your proposed business. Participants may submit only ONE Business Idea Application per year. Please read through the Alaska Marketplace guidelines before completing this form.

Your Business Idea Applications must adhere to the format of the Business Idea Application Form and should not exceed recommended length in words. The Business Idea Application should not exceed the overall limit of the form.

ALASKA MARKETPLACE



Investing in Alaska's Best Ideas

Sample of a Business Idea Application:

Alaska Marketplace: Phase 1 Business Idea Application

Alaska Marketplace Applications

Project Title

Title: Sensible Heating
Submitted: 6/27/2007
Status: Submitted
Proposal Number: AM200162

Personal Data

Birth M/Y: March 1978
Gender: Male
Native: No
Tribe/Region:

Competition Eligibility

AK Driver's License: No
AK State ID: Yes
Registered Voter: Yes
Permanent Fund Dividend: Yes
No Judgments: Yes
Benefits Rural Alaska: Yes
Meet Business Definition: Yes
Executed within 12 mos. Yes
Year 1 winner: No

2007 Competition Winner will agree

To participate in evaluation/mentoring services Oct 07 to Oct 08: Yes
Award check will be made payable to originator of Bus. Idea Appl: Yes
Award fund is not transferable to another party: Yes
Award fund is taxable & will be reported to IRS: Yes

How did you find out about the Alaska Marketplace

My employer, the Petersburg Indian Association, was sent a packet explaining the competition.

Partner Information:

Partnering: Yes
Partner Type: Tribal Government
Other Type:

Primary Contact: John Havrilek
Contact Person: Tribal Administrator
Company Name: Petersburg Indian Association

Address: P.O. Box 1418
Town: Petersburg State: AK Zip: 99833

AFN Alaska Marketplace Proprietary and Confidential Page 1

Alaska Marketplace: Phase 1 Business Idea Application

Telephone: (907) 772-3636 Fax: (907) 772-3637 Cell (907) 340-6010
tribaladmin@piatribal.org

Project Description

Project Objective:

The objective of Sensible Heating is to create a company that can reuse burnable waste items such as wood waste and cardboard by pressing the processed components into briquettes that can then be sold as an efficient, and clean burning heating fuel. The benefits to the local economy will be a cheaper, cleaner heating source and the elimination of the need to ship the waste off island as well as the creation of new employment.

Cultural Heritage:

An important aspect of Alaskan Native culture is the respect for the natural world and using items to their fullest potential. The Sensible Heating company is formed with these traditional values and practices in mind as it seeks to eliminate a large portion of the waste stream and use the waste to its maximum potential.

Economic Stimulation/Job Creation:

Not only will Sensible Heating create new jobs but it will also remove items from the waste stream, eliminating the need to send these items off island. Additionally, introducing a less expensive, clean burning fuel would see economic benefit to the residents of the region by giving them more options for home and shop heating.

Innovation:

The future must be environmentally friendly if people are going to continue to thrive. One way to do this is by using every resource to its maximum potential. By removing wood and cardboard from the waste stream and transforming it into a clean burning fuel source, Sensible Heating is a program seeking to do just that.

Sustainability/Profitability:

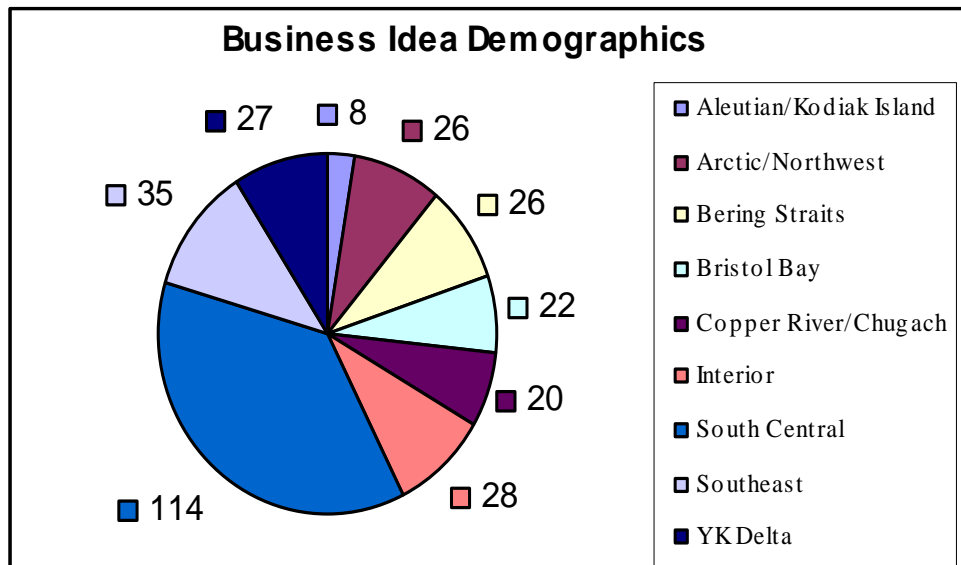
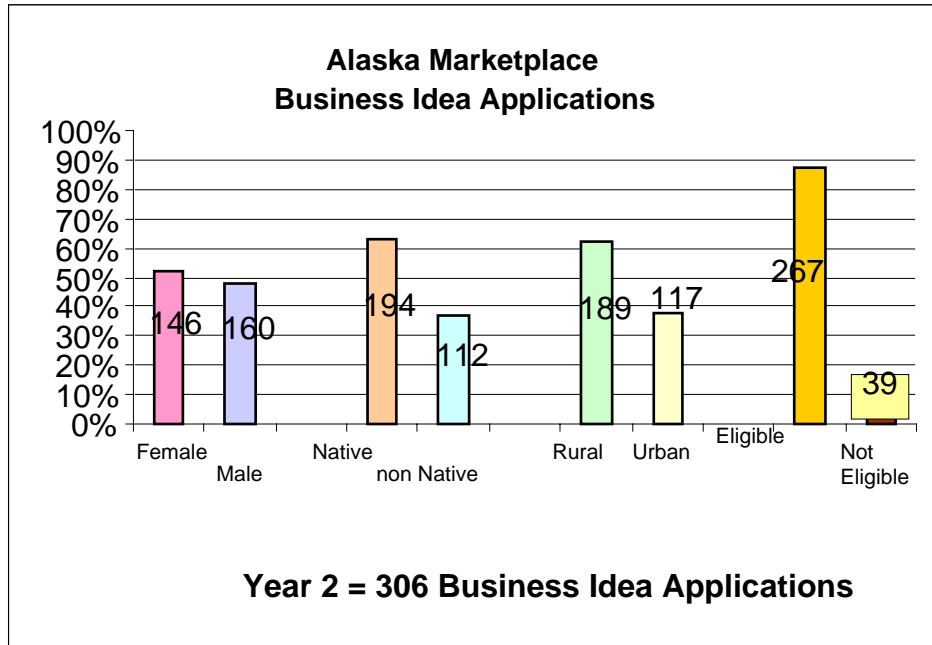
Because of the nature of the business, Sensible Heating would have very low overhead. The Petersburg Indian Association has agreed to make available their entire supply of cardboard that is collected in their recycling program (3-4 tons per week) and the City of Petersburg has agreed to give us any wood waste from the island dump site, both for free. The operation will be housed in a warehouse already owned by Ben Johnson, the owner of Sensible Heating. After the initial purchase of the equipment needed for this project, a grinder and a briquetting press, the ongoing expenses will be utilities (low cost due to hydro power in Petersburg) and labor, making the project easily sustainable and profitable.

FOR OFFICIAL USE ONLY:

Proposal Number: AM200162 Finalist ____ Yes ____ No

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Section 4: The Business Idea Application Statistics



[illegible]

Section 5: List of Assessors

Jennifer	Abbott	Department of Commerce, Community & Economic Development	Michael	Hanzuk	Department of Commerce, Community & Economic Development
Mark	Allred	Denali Commission	Jay	Hermanson	NANA Pacific
Christian	Anderson	BP Alaska	Abbe	Hensley	Alaska Humanities Forum
Wanetta	Ayers	Western Alaska Community Development Association	Kelly	Hurd	American Red Cross of Alaska
Cindy	Bailey	BP Alaska	Tanya	Iden	AgnewBeck Consulting
Carla	Beam	BP Alaska	Babbie	Jacobs	Development Professional
Carl	Berger	Lower Kuskokwim Economic Development Counsel	Gene	Kane	US Department of Agriculture & Rural Development
Christi	Bell	University of Alaska, Center for Economic Development	Linda	Ketchum	Third Wave Consulting
Jason	Borer		Bobby Jo	Kramer	Alaska Manufacturing Extension Partnership (AMEP)
Diana	Burch	Abused Women's Aid in Crisis (AWAIC)	Janie	Leask	First Alaskans Institute
Chris	Buchholdt	Alaska Manufacturing Extension Partnership (AMEP)	Saunders	McNeill	Alaska State Council on the Arts, Community & Native Arts
Mike	Casti	Southwest Alaska Municipal Conference	Cynthia	Muller	NCB Capital Impact
Joyce	Clare	YWCA Anchorage	Margaret	Nelson Nelson Campfield	Alaska Real Estate Solutions
Midge	Clouse	Chenega Corporation	Ellen		AgnewBeck Consulting
Paula	Cullenberg	Marine Advisory Program	Barb	Nickels	Community Planning & Development, Kawerak, Inc.
Deb	Daisy		Lahka	Peacock	Community Planning & Development, Kawerak, Inc.
Joseph	Davis	Watermark Consulting	Mary	Price	Mary C. Price & Associates, LLC
Karen	Dearlove	USDA Rural Development, Alaska			
Jason	Dineen	Small Bus Development Center	Terry	Reeve	University of Alaska Fairbanks - AK Sea Grant/Marine Advisory Program
Kathryn	Dodge	Fairbanks North Star Borough – Mayors Office	Michael	Rzeszut	Wells Fargo Bank- Alaska Commercial Banking Group
Jerry	Drake	Bethel Community Services Foundation, Inc.	Jeri	Rubin	University of Alaska Anchorage
Julee	Dunhrsen	Alaska Permanent Capital Management	Stacy	Schubert	Anchorage Chamber of Commerce
Carl	Ekstrom	Anchorage Community Development	Hugh	Short	Alaska Growth Capital
Kathy	Fontaine	BP Alaska	Peggy	Spittler	Marketing Solutions
Dru	Garson	Department of Commerce, Community & Economic Development	Andrew	Stemp	Association of Village Council Presidents
Hans	Geier	UAF Cooperative Extension Service	Jered	Stewart	Alaska Growth Capital
Noele	Ghaith	National Cooperative Bank	Matt	Tullar	Small Business Development Center
Karen	Gillis	Bering Sea Fishermen's Association	Andy	Varner	Southwest Alaska Municipal Conference
Deborah	Greenberg		Bob	Waldrop	Red Point Associates
Glenn	Haight		Laura	White- Ritchie	YWCA Anchorage
Bill	Hall	UAF Cooperative Extension Service	Tim	Wiepking	The Odom Corporation
			Brendan	Williams	Center for Economic Development
			Karen	Wuestenfeld	BP Alaska

PROPRIETARY CONFIDENTIAL INFORMATION

Assessor team # 1

**Alaska Marketplace
Assessor Scoresheet****X Business Idea Applications**

Assessor Name: _____

Each Criteria is Given Equal Weight

Proposal No.	Project Name		Cultural Heritage	Innovation	Sustainability / Profitability	Economic Stimulation / Job Creation		Total Score	Select (your top 10)
AM050617A	XYZ Company		5	4	6	8		23	X
AM050619A	ABC Company		4	3	7	9		23	X
AM050628A	123 Company		3	2	8	10		23	X
AM050637A	LMN Company		2	1	9	1		13	
AM050647A	GO North		1	9	10	2		22	X
AM050650A	Stop Short		9	10	1	3		23	X
AM050657A	Pie Hi		10	8	2	4		24	
AM050662A	Bear Cub		3	7	3	5		18	
AM050668A	Cats are Fun		6	6	4	6		22	X
AM050672A	I Like to Fish		5	5	5	7		22	X
AM050675A	Baskets Galore		4	4	6	8		22	X
AM050681A	Sledding the North Slope		7	3	7	9		26	X
AM050683A	QQ Company		7	2	8	10		27	X

SCORING LEGEND

1 – 2 = Poor
3 – 4 = Below Average
5 = Average
6 – 8 = Above Average
9 – 10 = Excellent

SELECTION:

Select 10 Business Ideas to forward.
(Base your selection on the 10 highest scoring Business Ideas.)



Section 6: Finalists

Overview

The selected applicants were notified by phone of their placement as a finalist. The finalists had until October 1 to develop a more comprehensive business plan and budget. A total of 61 of 64 finalists agreed to move on to the Competition Event held October 24 in Fairbanks, Alaska. To compete the finalists were to submit a completed business plan and budget, attend the Competition Event by presenting their idea using photos and/or actual product display booth at the event, verbally present to a judge and the general public. The Alaska Marketplace scheduled workshops and assisted with any follow up information requests from the finalists.



The Business Plan and Budget application was available online via the Alaskamarketplace.org website, email as Word and Excel document attachment, or fax transmitted to the AFN office.

Business Plan and Budget

The specific components of the Business Plan and Budget were as follows:

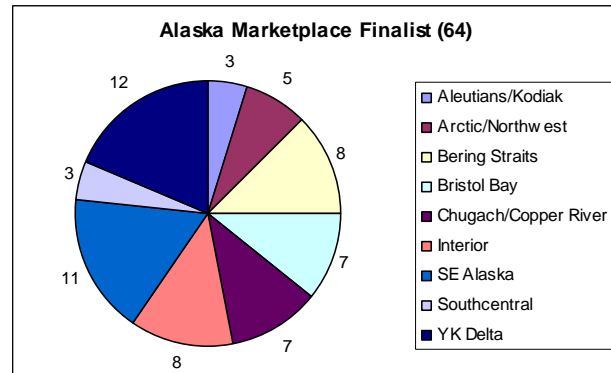
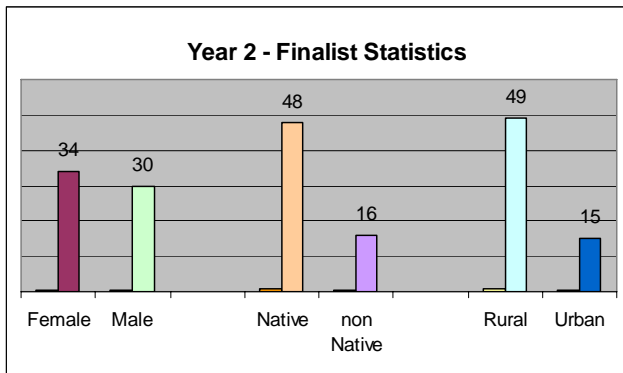
- Project Title
- Contact Information

Business Plan and Budget Component (Continued)

- Business Summary
- Partner Information (Optional)
- Geographic Area of Implementation
- Business Objectives
- Business Focus
- Business Plan
 1. Cultural Heritage
 2. Economic Stimulation/Job Creation
 3. Innovation
 4. Sustainability/Profitability
- Market Analysis
- Organization and Management
- Organizational Management & Staffing
- Project Action Plan & Implementation Strategies (12 month timeline)
- Financial Analysis
- Business Income (of product or service)
- Overhead Expenses
- Personnel Expenses – Employees
- Personnel Expenses – Consultants
- Production Expenses
- Other Variable Expenses
- Budget Totals



Section 6: Finalists Statistics and Workshops



Workshops

The seven intensive workshops offered over a two week period with both day and evening courses were well attended by the finalists. The in person and teleconferenced workshops were:

- Defining the Business and Success – Product and Service
- Rural Alaska Business – Start up Challenges and Considerations
- Alaska Marketplace Competition
- Market Planning
- Management/Staffing and Training Planning
- Financial/Accounting Planning
- Presenting your Business Plan to Alaska Marketplace Judges and others

Presentation Display Booths

ConocoPhillips provided the 4 panel display booths. Finalists creatively expressed his/her idea visually at the display booth.



Section 6: Finalists

Business Title	Region	Town
<i>Community Identity & Pride</i>		
Alaska Educational Tours	Southcentral	Anchorage
Copper River Adventure Tours	Copper River	Anchorage
Grease Trail Historical Tours	Southeast	Haines
Is Your Salmon Wild Alaskan?	Southeast	Auke Bay
Island Heritage Tours	Kodiak/	Ouzinkie
Kiita Adventures	Northwest/	Kiana
Thriller Alaska Metlakatla Tours	Southeast	Ketchikan
Unalakleet's Only Coffee Shop & Bakery	Bering Straits	Unalakleet
Winter Taxi	Northwest	Kotzebue
<i>Cultural Knowledge</i>		
ArXotica, Inc	Y K Delta	Bethel
Beaver Creations	Southeast	Juneau
Bennett's Tlingit Art	Southeast	Sitka
Dineega Specialty Furs	Southeast	Sitka
Forget-Me-Not Alarms-Memory by Design	Bristol Bay	Dillingham
Fur Hats & Kuspuks, Alaska	Y K Delta	Pilot Station
Kotzebue Alapaa Storage	Northwest	Kotzebue
Nelson Island Arts & Crafts	Y K Delta	Nelson Island
Sea Otter and Seal Products	Southeast	Ward Cove
Southeast Alaska Native Art	Southeast	Juneau
St. Lawrence Ivory Exchange	Bering Straits	Savoonga
The Art of Skin Sewing	Bristol Bay	Dillingham
<i>Documenting Culture</i>		
40 BELOW INK	Interior	Fairbanks
Benson's Repair Shop	Arctic	Barrow
Cordova Community Cold Storage	Chugach	Cordova
First Catch Films	YK Delta	Bethel
Rural Television Economic Development & Training Program	Southcentral	Anchorage/Sitka
St. George Island Institute	Aleutians	St George Island
Taciq Digi-Photo	Bering Straits	St. Michael
The Lodge at Black Rapids	Interior	Fairbanks
Ways of my Ancestors & Company	Y K Delta	Chevak

Section 6: Finalists Continued

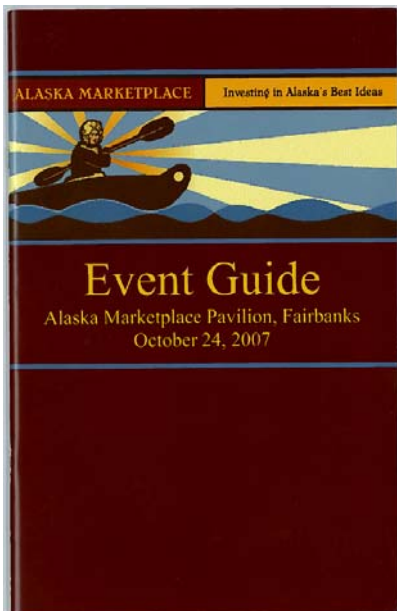
Business Title	Region	Town
<i>Environmentally Sustainable Businesses</i>		
Alutiiq Pride Salmon Bake	Chugach	Anchorage
Andreafski River Tours	Y K Delta	St. Mary's
J & L Alaska Scenic Wilderness Adventures	Chugach	Port Graham
Katmai Kayak LLC: Kayak Guides & Outfitters	Bristol Bay	Naknek
Koyukon Riversong	Interior	Huslia
Neqput Picallkut, an Organic Subsistence Farm	Bristol Bay	Dillingham
Tava View Adventures	Bristol Bay	Nondalton
Yukon Adventure Comp any	Interior	Galena
<i>Innovative Use of Natural Resources</i>		
Arctic Bilberry Processing	Arctic	Nuiqsit
Aksik Heat Distribution System	Bering Straits	Gambell
Alaska Glacial Mud Co	Chugach	Cordova
Alaskan Pride Seafood	Southeast	Klawok
Commercial Organic Greenhouse	Aleutian	Nikolski
Growing Wild! Copper River Salmon Soil	Chugach	Cordova
One Man's Trash is another Man's Treasure	YK Delta	St. Mary's
Pete's Treats	Chugach	Cordova
Sensible Heating for Alaskans	Southeast	Petersburg
The Ulimaq Company	Bering Straits	Stebbins
Tuxedni Berry Company	Southcentral	Anchorage
<i>Investing In People</i>		
Airport Pizza	Bering Straits	Nome
Artesian Processing & Sales of Wild Kuskokwim Chum Salmon	YK Delta	Bethel
Chena Hot Springs Granite Rock Quarry	Interior	Fairbanks
Cindy's Cooperative Kitchen	Bristol Bay	Dillingham
Hanger 5	Bering Straits	Nome
Nome Animal House, Boarding, & Pet Supplies	Bering Straits	Nome
Norm's Repair Service	YK Delta	Chevak
Nunivak Arts & Crafts	YK Delta	Mekoryuk
Premium Smoked Salmon	YK Delta	Anchorage
Raven Frog Fibers	Southeast	Sitka
Unity Catering / Meals on Wheels Services	Interior	North Pole
Universal Welding Growth Plan	Interior	North Pole



Section 7: Competition Event Management and Logistics

Competition Event

The 61 Finalists received travel stipends for transportation and lodging at Fairbanks. Finalists participated in an Orientation the evening of Tuesday, October 23. Finalists also used this time to set up their kiosk within their assigned categories.



The Competition Event opening ceremony on Wednesday, October 24 began with a Welcome and Key-Note address from AFN Co-Chair Tim Towarak. A time keeper kept track of the 5 minute allotted time where the Finalists gave their 5 minute business presentation followed by 5 minutes of questions and answers from the Judges.

AFN Convention Delegates and the general public participated in the “People’s Choice” Award and voted for Best Display, Most Innovative and Exemplify Cultural & Traditional Values. The Finalist who received the most votes was presented a check of \$1,000 for each category.

2007 EVENT SCHEDULE ALASKA MARKETPLACE PAVILION

WEDNESDAY, OCTOBER 24	10:00 a.m. – 5:00 p.m.	Open to the Public
	10:00 a.m.	Opening Ceremonies
	10:45 a.m. – Noon	Judges visit Finalist Booths
	Noon – 1:00 p.m.	Lunch Break
	1:00 – 3:00 p.m.	Judges visit Finalist Booths
	5:00 p.m.	Marketplace Closes
THURSDAY, OCTOBER 25	10:00 a.m. – 5:00 p.m.	Marketplace Open to Public
THURSDAY, OCTOBER 25	AFN CONVENTION (CARLSON CENTER)	
	2:30 p.m.	Announcement of Year 2 Winners

Section 7: Welcome Letter

Dear Alaska Marketplace Finalists, Judges, AFN Convention Delegates & Participants:

On behalf of the Board of Directors of the Alaska Federation of Natives (AFN), it is my pleasure to welcome you to the 2007 Alaska Marketplace! We are proud to host the second Alaska Marketplace Competition at the AFN Convention in Fairbanks. This is a unique opportunity for thousands of delegates and participants to have the pleasure of meeting each of the Finalists face-to-face as they come together to compete for \$700,000 in awards to launch their business ideas!

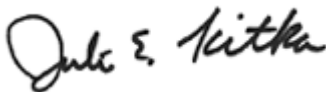
All of our Finalists were hand selected for their innovative off-grid business ideas to benefit rural communities in Alaska. Each of their ideas demonstrates innovation, sustainability and profitability, revitalizing job creation, and exemplifies the strong cultural heritage of Native cultures in Alaska. It is AFN's goal is to *Invest in Alaska's best ideas* and launches the second year of the Alaska Marketplace.

We believe for economic development to work in rural Alaska, the people affected must be involved in the process; essentially we need to diversify strategies of economic development and find solutions beyond the established channels. In that regard, we took the concept of the World Bank's Development Marketplace and adapted it to our needs which became the Alaska Marketplace. It is the first initiative of its kind in United States that aims to stimulate economic development in rural communities.

The Alaska Marketplace has brought a broad spectrum of partners from across the state—civil society groups, social entrepreneurs, government agencies, academia, and the private sector. It is part of AFN's broader economic development project managed by the Alaska Federation of Natives which seeks to stimulate economic development with unique, modern ideas.

Thank you again for being part of the 2007 Alaska Marketplace and making it a success! From now on, please consider yourself to be a founding participant in the Alaska Marketplace, a robust process that is grounded in the diversity of the Alaska people and on their creative capabilities and knowledge.

Sincerely,



Julie Kitka, President
Alaska Federation of Natives



Section 8: The Judging Process

Overview

The Competition Event is the final process to vie for monetary awards. Each finalist has an opportunity to sell their business idea to a panel of judges. Twenty-nine (29) judges gathered at the Carlson Center to begin judging the 61 final Alaska Marketplace proposals. The judges were prominent, experienced businesspeople, nonprofit, educational and government leaders from Alaska and the Lower 48.



Judging Process Objectives and Principles

The objectives of the judging process were:

- To provide constructive advice and suggestions to the finalist interviewed.
- To evaluate and choose the 21 winning business concepts to share in a pool of \$700,000 in award funds.

The principles of the judging process:

- Efficiency
- Fairness
- Diversity
- Transparency

Judges were asked to demonstrate the spirit of team work and use consensus to determine the winners.

Key Steps in Evaluating Business Plans

Step 1 – Judging the Finalist Business Plan and Budget.

Early October, the judges received the finalists' packets and were asked to evaluate and score the business plans and budgets. The completed score sheets were tallied based on individual scores. The judges worked independently and asked not to discuss the finalist business plans with another judge.

Step 2 - Competition Event, October 24th

The morning of the competition event, the judges interviewed finalists at their display booth and asked questions. The finalists were allocated five minutes to present their business idea to a judge and answer questions. During the afternoon, the judges had another 5 minute question and answer opportunity to interview any other finalist beyond their assigned group. Individual score sheets were due by 4 p.m. in the Judge's Room.

Step 3 - Judging Teams in Groups

At 3:00 p.m., the groups were provided an aggregated score sheet for review. The Teams convened in their groups for discussion and made recommendations on proposals to advance.

Step 4 - Selection of Awardees

All judges convened as a group to select the winners and divide \$700,000 among the winning projects. The winning proposals were scheduled to be announced at the award ceremony during the afternoon of October 25th at 2007 AFN Annual Convention.



Section 8: Judges

Mr. Al Bolea, Co-Chair

Al Bolea, a retired energy industry executive, has 34 years of experience in the oil, gas and coal mining industries in the United States and United Kingdom. He holds graduate degrees from the University of Pittsburgh and INSEAD, France. With three adult children, he is married to Celeste, a professional fundraiser and event coordinator. The couple has been involved in the Anchorage community for many years through Catholic Social Services, the Governor's Task Force on Early Learning, and public television.

Ms. Veronica Slajer, Co-Chair

Veronica Slajer is the principal of the North Star Group, a community and government relations consulting firm. On behalf of AFN, NSG organized the first *Alaska Marketplace* in 2006. Previously, Veronica worked for the Alyeska Pipeline Service Company in its Washington D.C. office. In Alaska, she held various State positions including staff director for the Rural Governance Commission, assistant to the commissioner in the Department of Commerce and Economic Development, Policy Analyst for the Office of the Governor, and Legislative Aide to the State House Majority Leader. Veronica was raised in Ketchikan.

Ms. Andria Agli

Andria Agli, originally from South Naknek, currently lives in Anchorage and works for the **Bristol Bay Native Corporation** as the Communications Coordinator.

Of Sugpiaq and Italian descent, Andria holds a BA and Master's degree in Rural Development from the University of



Alaska Fairbanks. She is an active member of the Council of Katmai Descendants, advocating on issues of cultural concern within the Katmai National Park. Every summer, she returns home to Bristol Bay to fish commercially and harvest subsistence foods for the long winters.

Mark Allred

Mark Allred, Economic Development Program Manager and liaison to the Association of ANCSA CEOs and Presidents, **Denali Commission**. Before joining the Denali Commission, Mr. Allred worked for the Dept. of Interior's Minerals Management Service as a regulatory analyst. He was selected for Wells Fargo Alaska's Management Training program and subsequently worked in consumer banking for the communities of

Bethel and Nome. He has also worked for Financial Alaska, a firm committed to providing commercial loan brokerage and financial consulting services throughout Alaska. Mr. Allred is of Inupiat descent and is originally from Nome, Alaska. He earned an AA degree just out of High School in 1990 and a BA degree in Organizational Management from Alaska Pacific University in 2002. He is currently working on his MBA at the University of Alaska Southeast.



Co-Chairs: Veronica Slajer and Al Bolea

Ms. Julie Anderson

Julie Anderson, Commercial Director, **Alaska Pipeline Service Company**. Ms. Anderson began working on the Trans Alaska Pipeline System (TAPS) during the pipeline construction years in 1975. After construction activities, Julie went to college and eventually returned to Alyeska. Ms. Anderson grew up in Fairbanks, and her family lives throughout Alaska. She earned a Bachelors Degree in business from the University of Alaska Fairbanks in 1990, and worked for ARCO Alaska in the early 90's within the Chief Financial Office Department. She earned a Masters degree in Business and International Management from the American Graduate School of International Management (Thunderbird) in 1994. She currently serves on the Board of Directors of Alaska Junior Achievement and Anchorage Chamber of Commerce, and participates as a member of Commonwealth North committees. Julie and her family reside in Anchorage

Ms. Kali Azzi-Huck

Kaliope Azzi-Huck (Kali) is an Operations Officer in the Africa Region's Human Development Department of the World Bank, covering health, education and the social protection sectors. Previously, Kali worked on the Development Marketplace Grant Funding Competition, managing the country-level programs and advising country offices on replication of the model in Africa and the Middle East. Kali has an MA in International Political Economy from American University's School of International Service (DC) and a BA from Middlebury College in Vermont.

Section 8: Judges Continued

Mr. Edward Backus

Edward Backus is the Vice President Fisheries at Ecotrust (based in Newport, Oregon) where he oversees the Marine, Copper River (AK) watershed and State of the Salmon programs. He has worked on community economic development teams with Shorebank Enterprise Pacific and is currently developing the North Pacific Fisheries Trust in support of community-based fisheries management. Ed's background is in conservation planning and information systems, tropical forest conservation, seabird ecology, and commercial fishing. He chairs the Prince William Sound Science Center board of directors. He has an M.F.S. from the Yale School of Forestry and Environmental Studies and a B.S. in wildlife biology from the University of Vermont.

Ms. Gwyneth Borden

Gwyneth Borden is the Manager of Corporate Citizenship and Corporate Affairs for the Northwestern United States for IBM. She oversees IBM's regional corporate citizenship and philanthropic activities focusing on pre K-12 education, adult literacy, workforce and minority/women-owned business development. She is also the national lead for the United States site of the Small Medium Enterprise (SME) Toolkit, a partnership between IBM and the World Bank's International Finance Corporation. The toolkit provides women and minority-owned small businesses with advice on business practices and available resources. Previously, Gwyneth was the director of government relations for the San Francisco Chamber of Commerce.

Mr. Barry Brickman

Barry Brickman is a Management Consultant specializing in international market development. On consulting projects for the **Alaska Federation of Natives**, he has focused on the potential contributions Alaska Natives can make on the development of aid projects, especially the activities of Multilateral Development Banks. The potential creation of an Alaska Native International Trade Commission is another area of interest. His recent projects include microcredit work in Aceh, Indonesia to support tsunami recovery, a Yukon Territory investment attraction strategy, and international trade missions for high technology companies to access major aerospace and ship building projects.



Mr. George J. Cannelos

George Cannelos serves as the **Denali Commission's** Federal Co-Chair, appointed by the U.S. Secretary of Commerce in September 2005. Previously, he was President and Chief Operating Officer of Koonce Pfeffer Bettis, Inc. (an architecture & design firm), Director of the Municipality of Anchorage's Heritage Land Bank, Chief Operating Officer for Chugach Alaska, Inc., and Land Manager and General Manager for the Bethel Native Corporation. As a Brigadier General, his 32-year military career concluded with the command of the Alaska Air National Guard. His extensive experience in rural Alaska started in 1975 with the Department of Community & Regional Affairs, where he completed planning and community development projects in over 50 Alaska communities.



Mr. Phil Cochrane

Phil Cochrane is the Vice President for External Affairs for **BP Exploration (Alaska), Inc.** An accomplished professional communicator with experience in leadership and issues management, Phil specializes in public, media, crisis, and government communications. Previously, Phil served as General Manager, Public Affairs for BP America for the U.S. west coast, based in Los Angeles, and was Vice President, Government and Public Affairs for BP Canada Energy Company. He joined BP in 2001.

Ms. Esther M. Combs

Esther Combs is a Program Manager for the Alaska Housing Finance Corporation, administering grants to Alaska Native housing authorities for statewide, residential housing construction. She is a member of the Board of Directors for the Doyon Foundation, and has over 25 years of experience in executive management of Alaska Native nonprofit organizations. In 1983, she helped form the Cook Inlet Tribal Council, a new regional social services organization, and served as executive director for 12 years. Esther majored in Organizational Management at Alaska Pacific University and has a Masters degree in Rural Development from the University of Alaska Fairbanks.

Section 8: Judges Continued

Mr. Lawrence “Larry” J. Cooper

Larry Cooper is the Chief Financial Officer of Ukpeagvik Inupiat Corporation overseeing all aspects of Finance and Accounting as well as direct involvement in business development and strategic planning for Barrow's ANCSA village corporation. UIC was ranked 10th in Alaska based on gross revenues among Alaskan-owned businesses in Alaska Business Monthly's 2007 Top 49ers List. An Alaska resident since 1969, he has 27 years experience in banking with National Bank of Alaska/**Wells Fargo** reaching the position of Senior Vice President, Manager of Alaska Commercial Banking Group. During that time developed extensive specialized expertise in Timber, Oil & Gas, CDQs and ANCSA corporations. Graduate of the University of Washington's Pacific Coast Banking School, and a Certified Financial Planner. Currently serving on the Export Council of Alaska Board, Alaska State Chamber of Commerce Board and Treasurer, Alaska Mineral Energy & Resource Education Foundation Board, and Arctic Power Board.

Ms. Quanah Crossland Stamps

Quanah Crossland Stamps is the Commissioner of the Administration for Native Americans. Appointed by the President and confirmed by the U.S. Senate in November 2002, she manages a \$45 million program, oversees major IT and training and technical assistance contracts, administers a national grant portfolio with over 305 community based projects, and operates three national programs that provide America's indigenous people with project funding for community-based language preservation, environmental regulatory enhancement, and social and economic development activities. Previously, Quanah was the Assistant Administrator for Native American Affairs at the U.S. Small Business Administration, and a private consultant. She is an enrolled member of the Cherokee Nation in Tahlequah, Oklahoma, and holds a Masters Degree in International Commerce and Policy from George Mason University.

Mr. Joseph Everhart, Sr.

Joe Everhart has been the Alaska Regional Business Banking manager for **Wells Fargo** since March 2006. With Wells Fargo for 18 years, he previously worked in southeast Alaska as District President for three years and Ketchikan Community Banking President and Store Manager in 1999-2002. He also held Store Manager positions in Kotzebue, Barrow and Homer. Beginning his career as a management trainee, Joe is a graduate of the Pacific Coast Banking School and earned a bachelor's degree in finance from Gonzaga University. Volunteer activities include serving on the boards for United Way of Anchorage, Big Brothers Big Sisters of Alaska, and Anchorage Economic Development Corporation.

Ms. Maria Elena Gutierrez

Maria Elena Gutiérrez is the President of Chora. Previously, as Chief Development Officer for the Smithsonian Ocean Initiative, she planned and implemented a successful \$75 million fundraising campaign to support the project. Fluent in English, Spanish, and Italian, Maria Elena has opened and closed negotiations for multi-million dollar business and philanthropic ventures. She has been a management consultant for McKinsey & Co., worked for Lehman Brothers' Investment Banking Division, and managed the Investor Relations Department of one of Latin America's largest publicly traded companies, Fomento Economico Mexicano. She has an economics degree from Dartmouth College and an MBA from Yale University.

Mr. Michael Long

Mr. Long received a Bachelor of Science degree from Southern Illinois University (SIU), Carbondale, Illinois, in 1976. Currently Mr. Long is Regional Sustainable Development Manager **Shell** Exploration and Production Company. Prior to taking a position with Shell, he worked for twenty years for the state of Colorado. Mr. Long has also done considerable work internationally focusing on Natural Resource issues.

Ms. Colleen McCarthy

Colleen McCarthy is the Director of Community Relations for **ConocoPhillips**. Previously, she was the Industrial Business Development Lead at CH2M HILL. Colleen also served as the Deputy State Director for Energy and Minerals at the Alaska State Office of the Bureau of Land Management, was the acting Engineering Manager at the Joint Pipeline Office, and worked for the Bureau of Reclamation in Montana. She started her career as a Petroleum Engineer in the Alaska Region of the Minerals Management Service. She holds a Bachelor of Science Degree in Geological Engineering from Montana Tech.

Ms. Kedma Ough

Kedma Ough is the Business Director for the Women's Business Center (WBC). WBC provides training and technical assistance to women entrepreneurs in Oregon and Pacific Northwest Indian Country. Ms Ough has more than 10 years in small business development with a background in business lending. She was a former professor for University of Arizona International College and has been serving Business Women in Oregon since 2002. The WBC is a program of ONABEN, a Native American business network, and funded in part through a Cooperative Agreement with US Small Business Administration.

Section 8: Judges Continued



Ms. Terzah Poe

Terzah Tippin Poe, Communications and Social Performance Manager, **Shell Exploration & Production Company**; Poe is a life-long Alaskan of Inupiat descent. Her background includes a variety of management positions held in both the for-profit and non-profit sectors in Alaska and Canada. From leading the Department of Environmental Conservation's Juneau Public Information Office to running the marketing for a 100-million-dollar division of Cook Inlet Region Incorporated to designing the communications and business plans for the Alaska Native Tribal Health Consortium and Yukon-Kuskokwim Health Corporation, Poe has worked in all regions of Alaska. Currently, Poe manages the communications and social performance development in Alaska for Shell Exploration & Production. Poe also held prior positions at the Nerland Agency, the Alaska Federation of Natives and several Alaska-based radio and print organizations in addition to running her own consulting firm, Integrated Communications Strategies for six years.

Mr. Michael Rzeszut

Michael Rzeszut is a Vice President and Commercial Relationship Manager for **Wells Fargo**, focusing on 8a government contracting and Alaska fisheries. He has been with Wells Fargo for 12 years, providing banking services to rural Alaskan businesses. He graduated from Georgetown University with a Master's Degree in Russian Area Studies. Michael serves as a member of the board of directors for Alaska Quality Seafood and the Alaska Zoo, and is an advisory board member for Lumen Christi High School.

Mr. Terry D. Simonette

Terry Simonette is the President and CEO of **NCB Capital Impact**, a national development finance organization. He is responsible for the overall direction and execution of the firm's strategic mission, financial management functions and senior leadership development. Over the past ten years, NCB Capital Impact has delivered more than \$1 billion dollars in financial and development services to cooperatives and community-based enterprises nationwide.

Ms. Sandy Stash

Sandy Stash is the Vice President of Regulatory Affairs and Compliance for **BP Exploration (Alaska), Inc.**

Previously, she was Vice President of Health, Safety and Environment for TNK-BP in Moscow, Russia where she was responsible for all aspects of worker safety and health and environmental programs. She also served as Vice President of Operations for Atlantic Richfield Company. Sandy has a petroleum degree from the Colorado School of Mines. Past public and community service includes the Anchorage United Way Campaign Cabinet, a Federal Reserve Bank of Minneapolis director seat, and the boards for Montana Tech Foundation, the Institute for Sustainable Communities, and the Montana State Chamber of Commerce.



Ms. Arliss Sturgulewski

Arliss Sturgulewski has had a distinguished career in public service in Alaska. She served on Anchorage's Planning and Zoning Commission and the Board of Examiners and Appeals before election to the Anchorage Charter Commission and the Anchorage Assembly. She was in the Alaska State Senate 1978-1992, and was the Republican candidate for governor in 1986 and 1990. Other positions include trustee for the University of Alaska Foundation, Advisory Council for the University of Alaska School of Fisheries and Ocean Sciences, and National Task Force on Aquaculture. Arliss received a BA in Economics and Business from the University of Washington and, in 1993, an Honorary Doctor of Laws Degree from the University of Alaska, Anchorage.



Section 8: Judges continued

Mr. Robert D. Sullivan

Robert Sullivan, Vice President of Chora, has 36 years of museum management, education, and fundraising experience. For the past 16 years, he served as the Associate Director for Public Programs at the Smithsonian's National Museum of Natural History, managing all aspects of exhibition, education, and public program development. Working with the American Management Association, Sullivan designed and implemented strategic planning and management courseware delivering his results-centered management philosophy to over 1,000 public sector managers. Formerly the Director of the New York State Museum, Sullivan holds a graduate degree in non-profit organization management from the University of Rochester and is currently a candidate for a PhD in Human Sciences at George Washington University.

Mr. Roger (Dale) Summerlin

Roger (Dale) Summerlin is the Vice President for Health, Safety, Environment and Training for **ConocoPhillips Alaska**. Beginning his Phillips career in 1978, he was assigned in 1997 to the Xijiang offshore oil production project in Shekou, China, as a Senior Health, Safety and Environmental Specialist. Other positions include, in 2002, Emergency Preparedness and Response Manager for ConocoPhillips in Houston and, in 2004, Deputy General Director HSE in Naryan Mar, Russia for the Naryanmarneftegaz joint venture between ConocoPhillips and LUKoil. He served on the Skeou International School advisory board, was the Shekou medical clinic administrative manager and chaired the 2005 International Oil Spill Conference. He has an Environmental Science degree from the University of Houston – Clearlake.



Ms. Stephanie Thiele Thompson

Stephanie Thompson represents the CIRI Villages on the AFN Board of Directors. She has served as the President of Alexander Creek for 20 years, and has held various leadership positions for both young people and adults in The Church of Jesus Christ of Latter Day Saints. Stephanie attended Arizona State University and worked in the travel industry for 10 years.

Mr. John Niles Wanamaker

John Wanamaker leads the Seattle-Northwest Securities Alaska Office (a Pacific Northwest regional investment bank), managing the firm's public finance and asset management efforts in Alaska. He also serves as Vice-Chairman of Venture Ad Astra, LLC, a "nurture-capital" firm specializing in building and selling businesses. A lifelong Alaskan, John has worked as either the Founder or CEO of companies in the fields of wireless communication, aerospace launch vehicles, electronic monitored security, publishing, real estate development, and foodservice.

Ms. Miranda Wright serves as faculty at the University of Alaska Fairbanks in the Department of Alaska Native and Rural Development. She serves on the Institutional Review Board in the Office of Research and Integrity and the Chancellors Advisory Committee on Native Education at UAF. A member of the **Doyon, Limited** board of directors, she serves as the Treasurer and Chairs the Budget and Audit Committee. Ms Wright previously served on the Fairbanks North Star Borough's Economic Development Commission, the Fairbanks Chamber of Commerce Board of Directors, the Rural-Urban Committee, the Nulato ANCSA Village Corporation and the consolidated ANCSA Village Corporation Gana-A'Yoo, Limited. Miranda and her husband Gareth live in Fairbanks, AK.

Section 8: Sample Judge Score Sheet

Proprietary Confidential Information

Alaska Marketplace Judges' Score Sheet Team 1

This score sheet is designed to assist the Alaska Marketplace Team to aggregate the judges' scores. We ask you to submit your score sheet twice: 1) Oct. 23, the night before you hear the pitches and 2) then again after you've heard the pitches-- no later than 3:15pm in the Chena Caucus Room. We also ask that you not discuss your scores with any one on the jury, not even the judges with whom you will be partnered, until you've submitted your final score sheet the afternoon of Oct. 24.

Judge's
Name: _____

Larry J. Cooper

Proposal No.	Project Name	Village	Each Criteria is Given Equal Weight						Budget		
			Sustainability / Profitability (1-10)	Innovation (1-10)	Reduction / Job Creation (1-10)	Cultural Heritage (1-10)	Action Plan (1-10)	Organizational Background (1-10)	Too Low (X)	Appropriate (X)	Too High (X)
AM050617 XYZ Company		Preserving Culture & Heritage	6	6	4	7	4	2		1	
AM050619 ABC Company		Investing in People	7	3	4	2	7	8		1	
AM050628 123 Company		Cultural Knowledge	4	9	6	9	3	4		1	
AM050637 LMN Company		Cultural Identity & Pride	6	6	3	9	7	9		1	
AM050647 GO North		Innovative Use of Natural Resources	6	3	3	2	3	8		1	
AM050650 Stop Short		Investing in People	4	6	3	6	2	4		1	
AM050657 Pte HI		Environmentally Sustainable Businesses & Tours	2	3	4	9	7	8			1
AM050662 Bear Cut		Cultural Identity & Pride	6	4	6	8	6	9			1
AM050668 Cats are Fun		Preserving Culture & Heritage	3	8	2	6	6	6			1
Project Name changed for confidential purposes											
									\$ 84,500		
									\$ 48,500		
									\$ 45,200		
									\$ 31,435		
									\$ 41,000		
									\$ 49,400		
									\$ 215,503		
									\$ 66,000		
									\$ 89,769		

SCORING LEGEND

1 - 2 = Poor
3 - 4 = Below Average
5 - 6 = Average
7 - 8 = Above Average
9 - 10 = Excellent

THIS SCORE CANNOT BE ASSIGNED

PLEASE EMAIL YOUR SCORE SHEET TO CYNCAAS@GMAIL.COM OR BRING IT WITH YOU COMPLETED TO THE ORIENTATION ON OCT. 24.

Thank you for your participation!



Section 9: Alaska Marketplace Awardees

Overview

The 61 Competitors were given from August until September to develop their business plans and budgets. At the Competition Event the finalists were given the opportunity to pitch their business plans to the judges on October 24, 2007. The finalists were evaluated by the judges scores according to the proposals criteria: innovation, sustainability and profitability, job creation and exemplification of Alaskan cultural heritage.



Award Ceremony

A much anticipated announcement of the Award Ceremony was included on the Convention agenda. The Judges were invited on stage to announce and present the award money to each of the 21 Winners. The winning proposals were awarded amounts ranging from \$15,000 to \$60,000. Each runner up received \$1,000.



Peoples Choice Award

The general public were invited to cast a "People's Choice" ballot for their favorite finalist, sponsored by Alaska Growth Capital, NANA Regional Corporation and Old Harbor Native Corporation. Winners were announced and received a prize of \$1,000 for each category:

- 👉 Best Display: Unalakleet's Only Coffee Shop & Bakery – Karen Erickson
- 👉 Most Innovative: Unalakleet's Only Coffee Shop & Bakery – Karen Erickson
- 👉 Exemplify Cultural and Traditional Values: Koyukuk River Song – Aubrey Bifelt, Huslia



Michelle and Cika Sparck, Arxotica; Judge Phil Cochrane, BP.

AFN Annual Convention

The **Alaska Federation of Natives** held its 2007 Annual Convention from October 22-27 in Fairbanks, Alaska. The Convention is the largest annual gathering in the state of Alaska bringing in million of dollars into the host city's economy. More than 4,000 Alaska Native delegates attend the Convention each year coming from every corner of Alaska and the Lower 49 states. The delegation, political leaders, invited guests and speakers discuss critical policy issues affecting Alaska Native people. The delegation share information and convene on the issues at hand. The Convention is televised live, web cast, radio broadcast reaching thousands more people - both statewide and worldwide via AFN's website nativefederation.org.



Section 9: Awardee Summaries

Forget-Me-Not-Alarms-Memory By Design Sherri Adams, Juneau, \$15,000

Forget-me-not Alarms-Memory By Design will sell and design cell phone covers and carriers, and later add purses, key rings, and wallets fashioned after various Alaska Native regalia (kuspüks, parkas, mukluks, etc.) with an optional built-in alarm system. The company will provide a product and service that is both practical and functional while supporting Alaska Native people and culture by buying quality products from them.



Tava View Adventures Karen E. Stickman, Eagle River, \$15,000

Tava View Adventures (TVA) goal is to offer an authentic and simple rural Alaskans eco-tourism catering to women customers. Located at Quizjeh Vena in the Lake Clark National Park, the highlights of the experience will include: hiking, photography, boating, berry picking, fish camp and Dena'ina Athbascan cultural education. Fishing opportunities will be provided upon request. Arts and crafts will be sold and provided by local womens cooperative. Marketing will be offered to women both in and outside the state of Alaska. Visit: www.tavaviewadventures.com



St. Lawrence Ivory Exchange Isaac Kulowiya, Savoonga, \$25,000

St. Lawrence Ivory Exchange in Savoonga seeks to sell ivory at an affordable price to Alaska Native artists statewide. Raw ivory is available year round and sold to Alaska Natives; and fossil ivory is available in the summer. As the business grows and develops, it will train and hire young people in the community.



The Yukon Adventure Company Jon & Tanya Korta, Galena, \$25,000

The Yukon Adventure Company will be an ecotourism business located in the Yukon River village of Galena. Traveling by sea kayak in the summer and dog sled in the winter, the Yukon Adventure Company will offer small groups guided wilderness adventures on the Yukon River and the surrounding area. Optional side trips will include riverboat and small airplane sightseeing trips. The knowledgeable guides will offer visitors a unique insight into life in rural Alaska that cannot be found on other tours.



Section 9: Awardee Summaries Continued

40 BELOW INK

Barbara Farris, Fairbanks, \$30,000

40 BELOW INK, an independent publishing company, is committed to producing books and books-on-tape by Alaskan authors and illustrators, emphasizing stories about life in Alaska and Alaskan cultures. Publishing books about and by Alaskans and promote the strong interest in living and preserving its histories and stories. The potential not only provide jobs, but promote tourism, especially in Alaska's rural areas. Visit: www.40belowink.com



Airport Pizza

Geraldine Tomter, Nome, \$30,000

Our new facility will provide a location to allow people to assemble:

- local musicians and dance group performances;
- speaking engagements, training, educational opportunities;
- culturally specific movies and documentaries;
- private parties, (family, birthday, etc...)
- local artists showcasing their work.

The large room with all the multimedia capabilities will provide people opportunities in our community that have not existed in the past. . Bringing people together is our theme, the foundation of our Native values and heritage, where things get started and begin to grow. The service will create a stronger sense of community in our region by bringing people together in a culturally sensitive environment. Visit: www.airportpizza.com



Alaska Educational Tours, LLC*

N. Jill Wheeler and Tonia Gilkey, Anchorage, \$30,000

AkEdTours offers high quality, customized, educational land tours to educators and special interest groups.



AkEdTours will expand tour options to include winter tours by a multi-faceted marketing effort, providing incentives, decreasing tour costs by providing own transportation and educational opportunities for travelers, workshop facilitators and guest service workers. The essence of AkEdTours is culture. Our tours immerse travelers in daily lives of rural Alaskans not by merely visiting, but by staying in small inland and coastal communities - through these cross-culture experiences our travelers learn about Alaskan cultures. Visit www.akedtours.com

Commercial Organic Greenhouse

Tanya Kyle, Nikolski, \$30,000

Nikolski IRA Council owns and operates the local store. Fresh produce is expensive, if available. Our tribally owned electric utility is installing a wind turbine this summer that will provide more electricity than our community can use.



The Council wants to use the excess electricity to heat and electrify a small greenhouse operation that can grow produce for use within our community and that we can market to a lodge on island jointly owned by APICDA and Chaluka Corporation.

Section 9: Awardee Summaries Continued

Dineega Specialty Furs

Diana R. Burton, Sitka, \$30,000

Dineega Specialty Furs is a family owned skin sewing business has goals of expanding. Its goal is to buy raw materials in the form of seal and sea otter skins, and fashion into professionally made garments and artwork. To



do this, they must create a commercially zoned workshop to be more productive, work full time, permit customers to visit and see the process of making the artwork, hold skin sewing workshops, and hire a local Alaskan Native to train in the art of skin sewing. This expansion is needed to keep up with the local demand and various events as well as the growing tourist economy in Alaska. Visit www.dineegafurs.com

Island Heritage Tours

Theresa Squartsoff, Ouzinkie, \$30,000

Ouzinkie has access to some of the best fishing grounds within the Kodiak islands.

There are several charter operators, but lacks a regular marine transport schedule to and from



Kodiak. The community of Ouzinkie, working with the Kodiak Island Convention and Visitor's Bureau, has identified culturally based tours. The objective is to provide: a culturally based day tour of Spruce Island and Ouzinkie for the summer season; a centralized booking service for all of Ouzinkie's tourism related businesses; a regularly scheduled marine transport service using existing charter operators to and from the City of Kodiak and Ouzinkie. Visit: spruceislandcorporation.com

Sensible Heating for Alaskans

Ben Johnson, Petersburg, \$30,000

Sensible Heating for

Alaskans is to create a company that can reuse burnable waste items such as wood waste and cardboard by pressing the processed components into briquettes that can then be sold as an



efficient, and clean burning heating fuel. The benefits to the local economy will be a cheaper, cleaner heating source and the elimination of the need to ship the waste off island as well as the creation of new employment.

Growing Wild! Copper River Salmon Soil

Kristin Smith, Cordova, \$30,000

Growing Wild! Copper River Salmon Soil, an initiative of the Copper River

Watershed Project, is a composting venture that uses waste products of a local salmon processor and a small sawmill to transform a hand



labor operation into the commercial production of a high quality gardening retail product. It will create employment opportunities, generate income that the CRWP can re-invest in its community economic development mission, and create a value-added product that is not currently available in the Copper River/Prince William Sound. Growing Wild! will be a profitable business, demonstrating a model for sustainable economic development in small, coastal Alaskan communities. Visit: www.copperriver.org

Section 9: Awardee Summaries Continued

Alaskan Pride Seafood

John Skan, Klawock. \$35,000

Alaskan Pride Seafood seeks to create a locally owned specialty seafood plant in the Prince of Wales Island community of Klawock. The seafood industry in the region is dominated by large, salmon-focused, non-resident companies. The goal of Alaskan Pride Seafood is to focus on resources such as prawns, geoducks, sea cucumbers, urchins, whelks, and octopus. It will establish a processing facility designed specifically for these species that will include live-hold and flash-freezing facilities, a packing line and both freezer and chilled storage rooms. Marketing will be conducted through established domestic and international dealers for each of these specialty items.



is

Kiita Adventures

Jason Evans, Anchorage, \$35,000

Kiita Adventures plans to promote Northwestern Alaska as a premiere tourism destination for fishing, hiking, camping, rafting and hunting by working with local guides and lodges to market their existing products and services; provide eco-tourism equipment; assist local entrepreneurs in developing a tourism business or expanding their current products and services; develop guided tours that focus on sharing our culture with clients that are tied to Alaska but have outside operations like Alaska Native Corporation SBA 8(a) firms in the lower 48.



Raven Frog Fibers

Ms. Bobbi Daniels, Sitka, \$35,000

To teach under-employed women to spin yarn, supply them with spinning wheels and wool, and pay them on per/skein basis by Raven Frog Fibers of Sitka. Spinning yarn is a traditional southeast Alaska Native skill that has largely been lost. Raven Frog Fibers will supply the wheels and wool, and market the finished product. It will keep 10-12 spinners working at least 20 hours per week and they work out of their homes. A one time investment is sufficient as the market for this product and the business infrastructure exists; and benefits communities both economically and culturally for generations to come.



Soft Gold Furs

S. Roger Alexander, Ward Cove, #35,000

Soft Gold Furs is a hunting, sewing, and marketing business of seal and sea otter fur. It seeks to hire 1-2 young people to teach how to hunt and fleshing skills; buy furs at current market price from village independent hunters; train and pay people to sew; buy fuel and food for hunting trips; hire processors of seal meat and blubber for sale, a new revenue source for its business; and outsource website marketing. Visit: www.softgoldfurs.com



Section 9: Awardee Summaries Continued

Winter Taxi

Walter “Sonney” Russell, Kotzebue, \$35,000

Winter Taxi Sledcoach© will provide an inter-village shuttle service during the winter to eleven Northwest Arctic communities. Winter Taxi will use the Sledcoach©, a four person lightweight enclosed aerodynamic cabin mounted on shock absorbing runners. The heated and enclosed Sledcoach© is towed behind a snow machine with GPS navigation. Jobs generated will be dispatchers, drivers, mechanics and construction of the sleds in Kotzebue. Sales of the Sledcoach© could augment revenues for Winter Taxi. The long term vision is to increase the winter transportation in Nome, Bethel, Unalakleet and Barrow.



Alaska Glacial Mud Co.*

Lauren Padawer, Cordova, \$40,000

Alaska Glacial Mud Co. has successfully formulated Alaska glacial mud based skin care products and packaged for resale in exclusive spas, skin care boutiques and natural products stores in and out of Alaska. The intent is to expand the product line, invest in harvesting equipment and develop a more aggressive marketing program. March 2007, the sales have proven to generate a profitable business that promotes Alaskan heritage, supports local and regional economy and advocates for a sustainable environment. Visit: www.alaskaglacialmud.com



Cordova Community Cold Storage

Dune Lankard, Cordova, \$40,000

Community Cold Storage seeks to meet community needs for processing and storing subsistence foods. To create:

1. opportunity for community members to teach locals, youngsters and outsiders about rural subsistence lifestyle and commercial fishing products
2. educational materials including tide book, canvas bags, labels and boxes to meet the needs of users as well as to educate.
3. a reproducible model for satellite cold storage for other communities, which then could sell and share high-quality traditional foods across geographic distances, reducing regional hunger and improving health and connection to culture.



One Man's Trash is Another Man's Treasure

Joseph A. Afcan, St. Mary's, \$50,000

Almost every yard in rural communities has broken-down

ATVs, outboards, snowmachines and cars. One Man's Trash is



Another Man's Treasure will purchase these machines at low prices to rebuild and resell at a higher price – clearing up the clutter at the same time. Alaska Native values stress to take care of the lands that we hunt and occupy. There is no better place to start than the villages from which we live.

Section 9: Awardee Summaries Continued

ArXotica, Inc.*

Michelle (Macuar) Sparck, Bethel, \$60,000

ArXotica financed the harvesting, shipping, drying and extraction the first generation of tundra materials and awaiting analysis of the actives in tundra botanicals. Year 2 is to finalize product formulation of skin care line to launch into the luxury consumer market. The product formula and private label contract manufacturing will be identified and then forecast the



volume of products needed each year for production. ArXotica plans to hire gatherers and agents in order to build the infrastructure within the region to avoid outsourcing. Visit:

www.arxotica.com



* Year 1 award recipients were also Year 2 precipitants: Alaska Educational Tours, Alaska Glacial Mud Company, and ArXotica,

Section 9: Alaska Marketplace Winner Article

AmeriCorps trying to solve sky-high energy costs in rural Alaska

By Andrea Gusty, CBS 11 News Reporter

Article Last Updated: 02/01/2008 09:46:04 PM AKST



Everyone knows rural Alaska is a lot different than the urban parts of the state. Now one group is trying to change all that. AmeriCorps is training people to go into rural communities to help. One of the biggest issues they are trying to solve: sky-high energy costs.

On Friday, AmeriCorp graduated a new batch of members: homegrown Alaskans who want to change their communities for the better. One of them says he is not only going to make rural Alaska better, he's going to make it less expensive to live there.

"My lifestyle wasn't the greatest, and in the rural community, you are attached with negative from the media or whatever, and I'm trying to help others more aware of making healthier choices," said Roberta Bluaka of New Stuyahok.



But healthy choices aren't the only issue. Energy costs in rural Alaska have reached all-time highs. Gas is over 10 dollars a gallon in some communities; and heating oil is even higher. One recent AmeriCorps graduate says he has the answer.



"It's less expensive, less resource intensive, and with the cost of fuel the way it is, people are really suffering. And this is a way to alleviate a little of that trouble," said AmeriCorps member, **Ben Johnson**.

His natural heating briquettes are made of burnable material that would have otherwise been thrown away: sawdust, wood chips and even paper scraps. They are compacted into high-efficiency fuel sources. **The Alaska Federation of Natives** thinks Johnson's idea is so good, he won the **Alaska Marketplace** grant to get the project off the ground.

"The idea is to find answers for everybody. And communities that have paper, cardboard, or any of these burnable products will be able to copy this template that we are doing right now," said Johnson.

AmeriCorps is all about local answers for local problems-- answers these graduates say they will work with the community to find.

The alternative heating briquettes are being produced now in southeast Alaska. Johnson and AmeriCorps hope to have the machines to make them in other parts of the state in the next few years.

To contact Andrea, call 907-273-3186.

The Cordova Times

Prince William Sound's oldest newspaper

'07 AFN Convention

See Inside



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Cordova triumphs in Alaska Marketplace awards

3 dreamers win \$110,000
in small business contest

Editor's note: See related story on the Alaska Marketplace, Page 9.

CINTHIA STIMSON
stimsonfamily@gmail.com

Three Cordova businesspeople came away with awards totaling \$110,000 from the Alaska Federation of Natives' Alaska Marketplace for their innovative business ideas.

The competition judging took place during AFN in Fairbanks last week, with winners announced on Friday, Oct. 26.

Lauren Padawer, owner of Alaska Glacial Mud Co., and Dune Lankard, owner of Cordova Community Cold Storage, each received \$40,000 awards.

Padawer was a 2006 Marketplace winner as well, with her glacier mud facial product.

Kristin Smith and her fish waste compost

business Growing Wild! Copper River Salmon Soil received a \$30,000 award to further her evolving venture.

"I'm thrilled about being awarded funds from the Alaska Marketplace competition again," Padawer said from her home Sunday. "The competition was stiff, but I think the judges were impressed by how much I leveraged the first year's award and did what I said I was going to do. I didn't ask for very much the first time around because I didn't have any business experience. I'm very proud of what I've been able to accomplish in the last year, and now that I've tested the market, I have bigger dreams for the company," Padawer said.

With the help of the additional funds from the Alaska Marketplace competition, Padawer said her future plans include obtaining necessary harvesting equipment, developing new products, expanding domestic markets and developing export markets.

See Page 12, Awards



Roy Corral/Alaska Newspapers
The Alaska Federation of Natives awarded \$700,000 to 20 entrepreneurs competing in the 2007 Alaska Marketplace contest. The winners, from left, are Diana R. Burton, formerly of Cordova, with Dineega Specialty Furs, Kristin Smith of Growing Wild! Copper River Salmon Soil, Dune Lankard of Community Cold Storage and Lauren Padawer of Alaska Glacial Mud Co.

Awards ...

From page 1

"I'd like to see Alaska Glacial Mud Co. establish itself as a niche Cordova business that provides jobs and generates income for our community while putting another high-quality Copper River product on the market," she added.

"Among the 60-plus finalists there were so many amazing projects, so I really hope the competition continues for those who did not get the funds they need. It's very expensive to start a business and I hope five to ten years down the road, I can help other Cordova business establish themselves as I have been so fortunate," Padawer said.

Currently out of town, Dune Lankard contacted The Cordova Times via e-mail late Sunday night to share his thoughts on receiving a Marketplace award.

Currently out of town, Dune Lankard contacted The Cordova Times via e-mail late Sunday night to share his thoughts on receiving a Marketplace award.

"The wonderful thing about entering this business idea competition is that it forced me to research and write out my business plan, rather than just talk about it. It also gave me the opportunity to see if others felt that this was a good idea too — they did," Lankard wrote.

"One of my main goals in entering this competition was to help jumpstart a DEC-approved processing facility in Cordova that helps improve the quality and handling of

our subsistence foods, gives fishermen a processing facility to value-add and direct-market their catch, while helping stimulate much-needed cottage industry in our community," he added.

"Cordova is full of talented and entrepreneurial-minded individuals — a processing plant will help showcase their personal recipes and finished products and in the process create local jobs and increase the value of our seafood industry dollars," Lankard wrote.

Lankard, a Native Athabascan Eyak, is the founder of the Eyak Preservation Council.

Another Alaskan-owned Native family business with roots to Cordova is an additional winner in the marketplace competition.

Diana Burton, co-owner of Dineega Specialty Furs in Sitka, operates a family-owned skin sewing business with her mother, Monica Riedel.

Burton received an award for \$30,000. The Riedel family are former Cordova residents, and Burton was born and raised in Cordova.

Alaska Marketplace fosters growth in rural economies where Alaska Natives live and work. Applicants' ideas are evaluated based on their level of innovativeness, sustainability and profitability, poverty reduction/job creation and cultural heritage. Funds are awarded to the winners to develop and implement their business plans and ideas.

Cynthia Stimson can be reached at (907) 424-7181.



Section 10: Marketplace Follow-up

The Alaska Marketplace Awardees have an additional \$10,000 technical support available to further support their business plans and development.



Technical assistance credit may include: legal, accounting, marketing, information technology, human resources – based on the specific need of each Finalist.

To keep abreast of progress of each Award Recipient, a standardized reporting format was developed and customized for each winner. Winners submit reports on a quarterly basis to the Alaska Marketplace staff. Each report incorporates the elements in the submitted “Action Plan and Activities Timeline” submitted in each business plan.

There has been a significant amount of interest for continued technical expertise on various areas. The Marketplace staff has generated a list of individuals and organizations categorized in the specific areas of expertise and will make referrals based on the requested need of each winner.

The success of the workshops and training offered to finalists, Alaska Marketplace will continue to offer workshops and training based on the interest and need identified by the winners. A brief survey was developed and submitted by the winners whereby they identified the types of training most needed. Over the course of the next year, a series of workshops will be offered.

Lastly, a Monitoring Assessment Survey was developed to document the status of business, how award money was utilized, whether the winners encountered challenges and report on achievements. Significant efforts are on-going to track, evaluate and document progress of the winners.

Efforts are in place to prepare a “Best Practices Guide” to analyze and document the enormously successful impact of the Alaska Marketplace initiative over the past two years.



Section 10: Marketplace Questionnaire

Question 1: General Questions

A. Where are you in the process of starting your business?

- ☐ Initial planning phase
☐ Already registered business
☐ How long have you been in business?
☐ Already have customer/sales

B. Are you a first time business owner? ☐ Yes ☐ No

If yes, please provide brief explanation on previous Business: _____

C. Do you have hired employees? ☐ Yes ☐ No

Number of full-time: _____ Number of part-time: _____

Number of Seasonal employees: _____

D. Do you have an established Business Partner (s)? ☐ Yes ☐ No

If yes, please provide brief overview of the relationship: _____

Question 2: Coach/Mentor Needs

Type of Coach/mentor needed	Company/or person	Would you like us to make a referral or recommendation?
A.		

Question 3: Unexpected Challenges/Success Experiences/Outcomes

Survey Question	Response
Are you currently experiencing or have you experienced any unforeseen problems?	
Have you experienced any significant unexpected opportunities or created new opportunities?	

Question 4: Training/Workshops

On a scale of 1 to 5 (with 1 being the highest), please rank the type of training you would be interested in:

- | | |
|------------------------------|-------------------------|
| _____ Finance/Accounting | _____ Marketing/Sales |
| _____ Public Relations | _____ Human Resources |
| _____ Legal | _____ Business Planning |
| _____ Information Technology | _____ Other (List) |

Section 10: Request for Technical Assistance Credit

Company Name: _____
First Name, Last Name: _____
Address _____
City, State, Zip _____
Phone: _____ Fax: _____ Cell: _____ Email: _____

1. Identify Specific Technical Assistance Need(s):

	Provide Description	Estimated Cost	Dates: Start/Completion

Do you have a specific vendor or provider identified? ☐ Yes ☐ No

If yes, please provide a Scope of Work, Bids or Estimates and complete the following section.

Technical Assistance Request: _____ Amount: _____
Company Name _____
Contact Name _____
Address _____
City, State, Zip _____
Phone _____ Fax _____ Cell _____

2. Identify Specific Technical Assistance Need(s):

	Provide Description	Estimated Cost	Dates: Start/Completion

Do you have a specific vendor or provider identified? ☐ Yes ☐ No

If yes, please provide a Scope of Work, Bids or Estimates and complete the following section.

Technical Assistance Request: _____ Amount: _____
Company Name _____
Contact Name _____
Address _____
City, State, Zip _____
Phone _____ Fax _____ Cell _____

Please allow 5 days for the Alaska Marketplace staff to review and approve all requests. Upon approval, Alaska Marketplace will issue payment to the vendor for services rendered.

For official use only:

Date received: _____

Approved: ☐ Yes ☐ No Signed by: _____

Section 10: Marketplace Reporting

In accordance to the submitted Action Plan and Activities Timeline, each Alaska Marketplace Award Winner submits a quarterly report which outlines the schedule for how the business will be developed over a twelve month period.

SAMPLE TEMPLATE

Company Name:.. Award Recipient

Award: \$

Contact Person:

[illegible]